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ABSTRACT

A study was conducted to analyze the quantitative and attitudinal variables that affect the nature and extent of use of the New Jersey public libraries. The first phase of the study consisted of a series of group discussions which focused on public knowledge of library facilities, attitudes and interests of the public, and library use patterns. Hypotheses drawn from the discussions were tested in a second phase statewide survey of adults which examined: (1) the extent of use of public and other types of libraries; (2) reasons for library use; (3) interest in specific library services; (4) the importance of public libraries; (5) attitudes relating to accessibility and availability; and (6) leisure and life style patterns, including reading. This second volume of a two volume report contains a computer printout of the results of the statewide sample survey. (EMH)

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ED124165

The Use of and Attitudes Toward Libraries in New Jersey

Volume II: Detailed Tables

Study Conducted by
The Gallup Organization, Inc.

For the
New Jersey State Library

U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
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This is the second volume of a report on a study designed to provide the New Jersey State Library with information regarding public attitudes as they affect the state's need for libraries, with a special focus on public libraries. This information is intended to contribute to the development of a long-range State Plan by providing (among other things), (1) an assessment of current needs and (2) a base point for tracking changes.

The study had two phases:

1. A series of group discussions
2. A statewide sample survey.

This volume contains a computer print out of the results of the statewide sample survey. The first volume presents a summary of the study's findings and a narrative analysis of the data from both phases.

Objectives of the Statewide Sample Survey

The sample survey was designed (1) to obtain basic behavioral and attitudinal information related to the use of libraries, and (2) to test the hypotheses generated from the group discussions. To achieve these objectives, the statewide survey focused on the following areas of inquiry:

1. The extent of use of public libraries and other types of libraries
2. Reasons for using public libraries
3. Interest in specific services offered by public libraries
4. The importance of public libraries to communities and to oneself
5. Attitudes relating to the accessibility and availability of libraries
6. Leisure and life style patterns, including reading

The Questionnaire

A questionnaire was developed by The Gallup Organization, Inc, in consultation with the New Jersey State Library, as follows:

a. Without any mention made of libraries, so as not to "lead" or influence respondents, a series of questions about leisure time was asked. These included in sequence: favorite leisure time activities; reading of newspapers, magazines, and books; ownership of audio-visual equipment, records, and books; participation in community activities.

b. The next series of questions dealt with the use of public libraries in the previous twelve months, including frequency of use for oneself and for other members of one's family, reasons for use, likelihood of use in the next twelve months and reasons why, ownership of library cards, and use of non-public libraries in the past twelve months.

c. General attitudes affecting the use of public libraries were investigated next, including the felt importance of public libraries, the personal significance of not having a public library, and preference between borrowing and buying books.

d. Interest in services offered by public libraries was measured in the next section, including specific types of books, non-book borrowing services, and a variety of special services.

e. The next section investigated attitudes related to the ease or difficulty of using libraries.

f. Preferences about how public library services should be made available (for example, the role of librarians, siting, and hours of operation) were investigated next.

g. The final section of the questionnaire obtained background demographic and socio-economic characteristics.

A copy of the questionnaire is to be found in the Technical Appendix.

Sample and Interviewing

Telephone interviews were conducted with a sample of the state's adult population 18 years and older living in telephone households. A total of 612 interviews were conducted during the period October 28 - November 2, 1975. A description of the sample design is to be found in the Technical Appendix.

The composition of the obtained sample is also to be found in the Technical Appendix.

Analysis

All questions are analyzed by a variety of demographic, attitudinal, and behavioral characteristics. A computer printout of this analysis is presented in a separate volume.

The analytical categories used are as follows:

Standard Demographic Characteristics:

Sex: Men, Women

Age: 18 - 34, 35 - 49, 50 and older

Marital Status: Never married
Married
Widowed/Divorced/Separated

Parental Status: Parents of any preschool children (5 or younger)*
Parents of any school age children (6 - 18)*
Neither parents of preschool nor school age children

Race: White, Black, Spanish speaking

Education: College (complete or incomplete)
High School graduate
Less than High School graduate

Occupation of Chief Wage Earner:
Business or professional
Clerical or Sales
Manual
Non-Labor Force (primarily retired)

Occupation of Respondent:
Business or professional
Clerical or Sales
Manual
Non-Labor Force (housewives, students, retired)

Annual Family Income:
$20,000 or more
$15,000 - $19,999
$10,000 - $14,999
Under $10,000

Section of State:
Northeast (Essex, Hudson, Passaic, Union, Bergen, Morris, and Middlesex Counties)
Northwest and Central (Sussex, Warren, Hunterdon, Somerset, Mercer, and Monmouth Counties)
South (Burlington, Camden, Gloucester, Cumberland, Salem, Atlantic, Ocean, and Cape May Counties)

Type of Community**
Urban, Suburban, Rural

---

* These two categories are not mutually exclusive

** The categorization of communities as reported in New Jersey Municipal Profiles: Intensity of Urbanization, Report PT-6, issued in January, 1972, by the Division of State and Regional Planning, New Jersey Department of Community Affairs, was used to classify respondents as follows:
"Urban Center" and "Urban Center-Rural" = Urban
"Urban-Suburban", "Suburban", and "Suburban-Rural" = Suburban
"Rural", "Rural Center", and "Rural Center-Rural" = Rural

Life Style Characteristics

Number of Books For Adults Owned
- 65 or more
- 16 - 64
- None - 15

Number of Books Used (read or referred to) in Past Three Months
- 6 or more
- 1 - 5
- None

Number of Records For Adults Owned
- 65 or more
- 16 - 64
- None - 15

Ownership of Audio Visual Equipment
- Phonograph/stereo
- Motion picture projector
- Color Slide projector

Community Group Leader (officer or committee member in past 2 - 3 years)
- Yes
- No

Public Library Use: Behavior and Attitudes

Library Card Ownership :
- Respondent/family
- Other family member has card (not respondent)
- No card in family

Frequency of public library use in past twelve months:
- Frequent User (Twelve times or more)
- Moderate User (1 - 11 times)
- Non-user

Likelihood of public library use in next twelve months:
- Very likely
- Fairly likely
- Not too likely
- Not at all likely

Importance of Library (difference not having public library would make to one personally)
- Great deal
- Fair amount
- Little or none

Finding Library Books (How prefers librarian to help)
- Look for self
- Librarian selects (books for consideration)
- No preference

In order to interpret correctly the analysis of the survey data by the above characteristics, it is necessary to keep the plan of the analysis carefully in mind. Most importantly, it must be remembered that all analyses are uni-variate, and that in no instance has a bi-variate analysis been performed.

Consider, for example, answers to a question about how helpful librarians are to public library patrons. The analytic plan calls for replies to this question to be tabulated in terms of frequency of library use and education (as well as each of the other analytic categories), two characteristics that are correlated with each other. However, the analysis by education is based on all those who have achieved a specified level of educational achievement regardless of frequency of library use. Thus, the replies of the college educated predominantly reflect the opinions of public library users. Conversely, the replies of those who have not completed high school predominantly reflect the opinions of non-users. A bi-variate analysis which controls jointly for education and frequency of use would be needed to compare, for example, the opinions of college educated frequent users with the opinions of frequent users who have not completed high school. Such second order analyses are beyond the scope of this study.

Sampling Error

All sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. Tables of recommended sampling tolerances to use in estimating sampling error are to be found in the Technical Appendix.

In using these tables, it is essential that the actual number of interviews from which percentages are derived be used. The reader will note that the computer print out tables show "weighted bases" and not number of interviews*. For this reason, one should refer to the table "Number of Interviews", which shows the number of interviews corresponding to each weighted base, when using the tables of sampling tolerances.

* See "Design of the Sample" in the Technical Appendix for an explanation of the weighting procedure used.

DETAILED TABLES

LEISURE ACTIVITIES

TABLE 1

	TOTAL	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL GRAD	EDUCATION: LESS THAN H.S. GRAD	FAMILY INCOME: $20M & OVER	FAMILY INCOME: $15M-$19999	FAMILY INCOME: $10M-$14999	FAMILY INCOME: UNDER $10M
WEIGHTED BASE	970	456	514	296	256	384	244	424	298	266	188	152	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LEISURE ACTIVITIES													
GARDENING, YARD WORK	12.5	15.1	10.1	5.7	6.3	20.8	11.5	10.4	16.4	12.4	7.4	10.5	14.7
COOKING, BAKING	3.3	.2	6.0	3.4	3.1	3.1	3.3	3.1	3.7	2.3	3.2	3.9	4.1
SPENDING TIME WITH FAMILY MEMBER	8.1	6.6	9.5	9.5	10.2	6.0	7.4	8.0	9.1	9.0	9.6	9.9	5.3
HANDIWORK	20.2	.2	37.9	18.2	18.0	23.4	15.6	20.3	23.8	12.4	22.3	25.0	21.2
WORKING ON OR AROUND HOUSE	10.8	17.8	4.7	10.8	10.5	11.7	7.8	12.7	10.7	10.5	10.1	14.5	8.2
HOBBIES	14.2	18.9	10.1	17.9	14.5	12.0	19.7	16.5	6.4	15.0	16.0	17.1	9.4
MUSIC (ACTIVE)	2.4	3.3	1.6	3.4	2.0	2.1	4.5	.9	2.7	3.0	2.1	1.3	1.8
OTHER HOME & FAMILY	.1	.2				.3		.2					
VOLUNTEER OR CHURCH WORK	6.3	6.1	6.4	3.4	5.9	8.9	3.7	6.4	8.4	3.4	3.7	7.2	10.0
ENTERTAINING GUESTS OR VISITING FRIENDS	6.5	4.8	8.0	11.8	3.9	4.2	6.6	7.1	5.7	6.0	6.9	4.6	7.6
TRAVEL	7.8	9.9	6.0	4.1	8.2	10.9	7.8	7.5	8.4	12.0	3.7	7.2	8.8
SPORTS	36.4	49.1	25.1	45.3	47.3	23.4	48.8	36.8	25.8	50.0	43.6	32.9	23.5
PLAYING CARDS	3.8	2.6	4.9	2.0	2.7	4.9	3.3	3.1	5.0	3.4	4.3	2.0	8.8
GOING OUT	10.2	11.8	8.8	10.8	9.8	10.7	10.2	9.0	12.1	10.5	10.6	6.6	14.7

(CONTINUED)

LEISURE ACTIVITIES

TABLE 2

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER				OCCUPATION OF RESPONDENT				RACE		
		PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970 100.0	250 100.0	115 100.0	350 100.0	182 100.0	155 100.0	141 100.0	215 100.0	322 100.0	758 100.0	69 100.0	25 100.0
LEISURE ACTIVITIES												
GARDENING, YARD WORK	12.5	11.2	11.3	7.1	24.7	10.3	9.9	5.1	16.5	13.1	11.6	
COOKING, BAKING	3.3	4.8	.9	2.9	3.8	3.2	.7	1.9	4.7	2.9	10.1	
SPENDING TIME WITH FAMILY MEMBER	8.1	8.8	5.2	11.4	4.4	9.7	7.1	8.8	9.9	9.1	7.2	
HANDIWORK	20.2	18.8	13.0	21.1	22.0	7.1	22.0	8.4	28.0	19.1	26.1	24.0
WORKING ON OR AROUND HOUSE	10.8	9.2	11.3	11.1	15.9	11.0	11.3	15.8	10.2	11.2	10.1	36.0
HOBBIES	14.2	18.8	11.3	12.9	11.5	22.6	15.6	11.6	12.1	15.7	2.9	
MUSIC (ACTIVE)	2.4	3.2	4.3	1.1	1.6	5.8	2.1	1.9	1.6	2.1		
OTHER HOME & FAMILY	.1	.4							.3	.1		
VOLUNTEER OR CHURCH WORK	6.3	2.0	5.2	5.1	14.3	1.3	1.4	4.7	10.9	6.5	2.9	12.0
ENTERTAINING GUESTS OR VISITING FRIENDS	6.5	6.0	7.8	7.4	5.5	2.6	11.3	7.9	7.5	6.1	13.0	12.0
TRAVEL	7.8	7.6	9.2	8.3	8.8	8.4	7.8	8.4	8.4	9.6		
SPORTS	36.4	48.0	31.3	36.5	26.4	49.7	36.9	46.0	26.4	36.0	39.1	36.0
PLAYING CARDS	3.8	4.0	3.5	2.0	8.2	3.2	2.1	2.8	5.6	2.6	8.7	
GOING OUT	10.2	9.2	13.0	8.9	12.1	11.0	11.3	11.6	10.9	11.3	5.8	8.0

(CONTINUED)

LEISURE ACTIVITIES

TABLE 3

	TOTAL	SECTION OF STATE: NORTH -EAST	NORTH -WEST /CNTRL	SOUTH	TYPE OF COMMUNITY: URBAN	SUB-URBAN	RURAL	MARITAL STATUS: NEVER MAR-RIED	MAR-RIED	WIDOW /DVRCD /SPRTD	PARENT STATUS: PRE-SCHOOL CHLDRN	SCHOOL AGE	NEI-THER
WEIGHTED BASE	970 100.0	590 100.0	167 100.0	213 100.0	520 100.0	355 100.0	95 100.0	138 100.0	681 100.0	135 100.0	158 100.0	341 100.0	554 100.0
LEISURE ACTIVITIES													
GARDENING, YARD WORK	12.5	11.2	12.0	16.4	11.2	16.1	6.3	4.3	13.5	14.8	8.9	7.9	15.9
COOKING, BAKING	3.3	3.7	3.0	2.3	3.1	3.4	4.2	1.4	4.0	1.5	3.8	4.1	2.5
SPENDING TIME WITH FAMILY MEMBER	8.1	7.5	14.4	5.2	8.1	6.2	15.8		9.7	9.6	23.4	12.3	3.8
HANDIWORK	20.2	22.7	12.6	19.2	18.7	22.3	21.1	13.8	22.6	13.3	27.2	20.8	18.4
WORKING ON OR AROUND HOUSE	10.8	11.2	9.0	11.3	10.4	9.9	16.8	6.5	13.1	3.0	10.8	10.0	11.6
HOBBIES	14.2	12.2	19.2	16.0	11.5	16.1	22.1	15.2	15.3	6.7	15.8	16.4	13.2
MUSIC (ACTIVE)	2.4	2.4	2.4	2.3	1.9	3.7		5.1	1.9	2.2	3.8	2.1	2.7
OTHER HOME & FAMILY	.1	.2			.2					.7			.2
VOLUNTEER OR CHURCH WORK	6.3	6.1	1.8	10.3	5.0	7.9	7.4	3.6	5.9	11.1	4.4	5.0	7.9
ENTERTAINING GUESTS OR VISITING FRIENDS	6.5	6.4	7.8	5.6	6.7	6.2	6.3	13.8	4.1	11.1	6.3	6.2	6.9
TRAVEL	7.8	6.3	15.0	6.6	6.9	7.3	14.7	13.0	6.6	9.6	3.2	5.0	10.5
SPORTS	36.4	34.2	37.7	41.3	34.6	38.0	40.0	46.4	37.4	20.7	35.4	39.3	33.6
PLAYING CARDS	3.8	4.7	1.2	3.3	5.4	.8	6.3	1.4	2.9	11.1	1.9	1.8	5.1
GOING OUT	10.2	11.9	10.8	5.2	12.5	8.2	5.3	19.6	9.5	4.4	6.3	9.1	11.4

(CONTINUED)

LEISURE ACTIVITIES

TABLE 4

		AUDIO-VISUAL EQUIPMENT OWNERSHIP			RECORD OWNERSHIP			ADULT BOOK OWNERSHIP			NUMBER OF BOOKS USED IN 3 MONTHS		
	TOTAL	PHONO/ STEREO	MOVIE PROJEC -TOR	COLOR SLIDE PRJCTR	65 OR MORE	16 TO 64	15 OR LESS	65 OR MORE	16 TO 64	15 OR LESS	6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970 100.0	840 100.0	344 100.0	284 100.0	300 100.0	354 100.0	285 100.0	468 100.0	306 100.0	181 100.0	279 100.0	365 100.0	311 100.0
LEISURE ACTIVITIES													
GARDENING, YARD WORK	12.5	12.9	13.1	12.7	10.3	14.1	11.2	11.3	13.4	14.4	9.7	10.1	18.0
COOKING, BAKING	3.3	3.1	4.4	4.9	3.7	1.4	5.3	4.7	2.3	1.1	4.3	2.7	1.3
SPENDING TIME WITH FAMILY MEMBER	8.1	8.6	6.4	6.3	5.7	10.7	8.4	7.9	7.5	8.8	6.1	9.6	8.7
HANDIWORK	20.2	19.8	21.8	21.8	20.3	20.9	19.3	22.2	21.9	12.7	20.4	23.6	14.5
WORKING ON OR AROUND HOUSE	10.8	10.5	12.5	12.7	11.3	9.9	11.2	10.5	10.8	12.7	9.7	10.7	12.2
HOBBIES	14.2	15.1	14.8	16.9	21.0	11.9	9.1	19.7	11.4	6.1	19.4	14.8	9.0
MUSIC (ACTIVE)	2.4	2.6	3.8	4.6	3.0	2.5	1.8	3.0	2.0	1.1	2.9	2.2	1.9
OTHER HOME & FAMILY	.1	.1	.3	.4			.4	.2				.3	
VOLUNTEER OR CHURCH WORK	6.3	5.7	4.9	3.9	7.0	4.2	8.8	8.1	2.6	8.3	3.6	7.1	8.0
ENTERTAINING GUESTS OR VISITING FRIENDS	6.5	6.4	6.1	8.1	4.7	8.5	6.0	6.6	8.5	3.3	7.5	7.9	4.2
TRAVEL	7.8	6.2	5.8	7.7	8.0	5.6	9.8	7.7	10.1	5.0	5.7	10.1	7.4
SPORTS	36.4	38.0	42.4	41.9	44.0	38.4	26.3	40.4	38.6	25.4	41.9	39.7	26.4
PLAYING CARDS	3.8	2.6	3.2	3.2	2.7	2.5	7.0	3.0	3.9	6.1	2.5	2.5	6.8
GOING OUT	10.2	9.4	10.2	9.2	9.0	10.2	12.6	[illegible]	10.1	16.0	9.7	11.5	9.3

(CONTINUED)

LEISURE ACTIVITIES

TABLE 5

	TOTAL	LIBRARY CARD OWNER. RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	FREQUENCY OF LIBRARY USE NON-USER	MODER -ATE USER	FRE-QUENT USER	IMPORTANCE OF LIBRARY GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	FINDING LIBRARY BOOKS LOOK FOR SELF	LIBRAR -IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970 100.0	353 100.0	464 100.0	343 100.0	526 100.0	255 100.0	179 100.0	263 100.0	225 100.0	454 100.0	671 100.0	177 100.0	122 100.0
LEISURE ACTIVITIES													
GARDENING, YARD WORK	12.5	10.2	12.5	12.8	15.2	9.0	9.5	11.4	12.9	13.4	12.4	9.6	17.2
COOKING, BAKING	3.3	4.2	4.3	2.3	2.5	2.7	6.7	6.1	5.8	.2	3.1	2.3	5.7
SPENDING TIME WITH FAMILY MEMBER	8.1	8.5	9.9	7.3	8.6	7.5	7.8	9.5	9.8	6.8	9.7	6.2	2.5
HANDIWORK	20.2	22.9	18.3	19.8	19.6	16.5	27.9	24.7	22.2	16.5	18.9	18.6	29.5
WORKING ON OR AROUND HOUSE	10.8	8.5	8.4	16.0	12.5	11.0	4.5	7.2	12.9	12.6	12.5	5.1	9.8
HOBBIES	14.2	18.7	17.7	8.7	8.6	21.6	20.1	19.0	14.7	12.1	16.4	7.3	12.3
MUSIC (ACTIVE)	2.4	3.1	2.2	1.5	2.1	2.7	2.8	1.5	2.7	2.9	2.4	2.3	2.5
OTHER HOME & FAMILY	.1		.2			.4				.2	.1		
VOLUNTEER OR CHURCH WORK	6.3	4.0	5.0	8.5	7.4	4.7	2.8	5.3	8.0	6.4	5.8	9.0	4.9
ENTERTAINING GUESTS OR VISITING FRIENDS	6.5	8.8	7.3	3.8	5.9	7.5	7.3	4.6	5.3	6.8	5.8	11.9	2.5
TRAVEL	7.8	7.4	7.3	9.6	8.4	7.8	6.7	7.6	6.2	9.3	8.6	5.1	7.4
SPORTS	36.4	44.2	38.6	32.4	33.5	36.9	43.6	38.0	41.8	33.3	38.6	32.2	30.3
PLAYING CARDS	3.8	3.4	2.2	5.0	5.1	2.0	2.8	3.0	3.1	3.5	3.3	4.5	5.7
GOING OUT	10.2	13.9	9.5	9.3	8.7	12.9	11.2	10.3	12.9	9.5	10.1	11.3	9.0

(CONTINUED)

LEISURE ACTIVITIES

TABLE 6

	TOTAL	COMMUNITY GROUP LEADER: YES	COMMUNITY GROUP LEADER: NO	LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR: VERY LIKELY	LIKELY LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970	296	674	308	172	168	305
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LEISURE ACTIVITIES							
GARDENING, YARD WORK	12.5	14.5	11.6	9.4	18.6	13.1	12.1
COOKING, BAKING	3.3	2.0	3.9	3.6	7.0	4.8	.3
SPENDING TIME WITH FAMILY MEMBER	8.1	7.8	8.3	9.7	11.0	3.6	7.9
HANDIWORK	20.2	23.6	18.7	22.7	22.1	24.4	14.8
WORKING ON OR AROUND HOUSE	10.8	14.9	9.1	7.5	11.6	11.3	11.8
HOBBIES	14.2	17.2	12.9	18.8	16.9	16.7	7.5
MUSIC (ACTIVE)	2.4	3.0	2.1	2.9	2.3	2.4	2.0
OTHER HOME & FAMILY	.1		.1	.3			
VOLUNTEER OR CHURCH WORK	6.3	12.8	3.4	4.9	7.6	3.0	8.5
ENTERTAINING GUESTS OR VISITING FRIENDS	6.5	6.1	6.7	7.8	8.7	4.2	4.9
TRAVEL	7.8	9.1	7.3	6.8	7.0	9.5	8.9
SPORTS	36.4	39.5	35.0	42.9	36.0	39.9	28.9
PLAYING CARDS	3.8	2.0	4.6	2.3	1.7	3.0	6.6
GOING OUT	10.2	8.8	10.8	11.7	11.0	8.3	8.5

(CONTINUED)

LEISURE ACTIVITIES
(CONTINUED)

TABLE 7

		SEX		AGE			EDUCATION			FAMILY INCOME			
	TOTAL	MEN	WOMEN	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COL-LEGE	HIGH SCHOOL GRAD	LESS THAN H.S. GRAD	$20M & OVER	$15M-$19999	$10M-$14999	UNDER $10M
WEIGHTED BASE	970	456	514	296	256	384	244	424	298	266	188	152	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LEISURE ACTIVITIES (CONTINUED)													
DINING OUT	3.3	3.9	2.7	2.0	5.1	3.1	4.5	3.8	1.7	7.5	1.6	3.3	1.2
SHOPPING	5.7	.7	10.1	5.1	3.9	6.0	4.5	7.1	4.0	6.4	4.3	3.9	5.3
DANCING	2.2	1.5	2.7	3.7	.4	2.1	1.6	1.9	3.0	2.3	2.1	1.3	3.5
OTHER ACTIVITIES	2.6	4.2	1.2	2.0	1.2	3.9	3.3	2.4	2.0	3.0	.5	2.0	4.1
READING	34.6	23.7	44.4	33.1	39.5	31.8	42.2	38.7	22.8	37.6	36.2	36.8	35.9
WATCHING TV	26.3	25.4	27.0	26.0	29.3	25.3	20.9	29.0	26.8	28.2	34.0	23.7	27.1
LISTENING TO MUSIC	3.3	3.9	2.7	6.4	4.3	.3	5.3	3.5	1.3	3.4	5.3	3.3	1.2
MISCELLANEOUS	6.4	7.0	5.8	9.1	4.7	5.2	6.6	5.0	8.4	7.1	5.3	5.3	2.4
DON'T KNOW	.5	.7	.4		1.2	.5		.5	1.0	1.1			

LEISURE ACTIVITIES
(CONTINUED)

TABLE 8

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER				OCCUPATION OF RESPONDENT				RACE		
		PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970	250	115	350	182	155	141	215	322	758	69	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LEISURE ACTIVITIES (CONTINUED)												
DINING OUT	3.3	4.4	5.2	3.1	1.1	5.8	4.3	2.8	2.8	3.7	2.9	
SHOPPING	5.7	4.8	4.3	2.9	7.1	5.8	9.9	.5	5.9	6.5	1.4	8.0
DANCING	2.2	1.6	3.5	1.1	3.3	3.9	2.8	.9	2.2	1.5		8.0
OTHER ACTIVITIES	2.6	2.0	3.5	1.4	6.0	2.6	4.3	2.3	2.8	2.8		
READING	34.6	41.6	43.5	29.4	27.5	41.9	43.3	22.3	34.2	34.0	18.8	36.0
WATCHING TV	26.3	20.8	40.9	31.1	15.9	24.5	34.8	26.5	24.8	25.3	20.3	40.0
LISTENING TO MUSIC	3.3	6.4	6.1	2.6		6.5	5.0	2.3	2.2	3.0	2.9	4.0
MISCELLANEOUS	6.4	9.2	4.3	8.6		9.7	4.3	7.9	3.4	6.5	8.7	
DON'T KNOW	.5			.9				1.4		.7		

LEISURE ACTIVITIES
(CONTINUED)

TABLE 9

	TOTAL	SECTION OF STATE: NORTH -EAST	SECTION OF STATE: NORTH -WEST /CNTRL	SECTION OF STATE: SOUTH	TYPE OF COMMUNITY: URBAN	TYPE OF COMMUNITY: SUB-URBAN	TYPE OF COMMUNITY: RURAL	MARITAL STATUS: NEVER MAR-RIED	MARITAL STATUS: MAR-RIED	MARITAL STATUS: WIDOW /DVRCD /SPRTD	PARENT STATUS: PRE-SCHOOL CHLDRN	PARENT STATUS: SCHOOL AGE	PARENT STATUS: NEI-THER
WEIGHTED BASE	970	590	167	213	520	355	95	138	681	135	158	341	554
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LEISURE ACTIVITIES (CONTINUED)													
DINING OUT	3.3	2.5	4.2	4.7	2.1	4.8	4.2	1.4	3.8	3.0	3.8	5.6	2.3
SHOPPING	5.7	4.9	7.2	6.6	6.3	4.8	5.3	6.5	4.7	9.6	3.8	3.8	7.0
DANCING	2.2	2.5	1.2	1.9	3.5	.6	1.1	2.9	1.0	7.4	3.8	1.5	2.2
OTHER ACTIVITIES	2.6	3.2	1.8	1.4	3.8	1.4		2.2	2.9	1.5	1.3	1.5	3.4
READING	34.6	34.6	30.5	38.0	37.5	32.7	26.3	32.6	33.6	41.5	31.0	36.4	34.5
WATCHING TV	26.3	28.0	29.3	19.2	30.8	19.7	26.3	29.7	25.8	25.2	22.2	26.7	26.5
LISTENING TO MUSIC	3.3	2.2	4.8	5.2	3.3	3.1	4.2	6.5	2.9	2.2	4.4	3.2	2.7
MISCELLANEOUS	6.4	6.3	9.6	4.2	4.6	9.0	6.3	10.9	5.0	9.6	8.9	7.6	5.4
DON'T KNOW	.5	.5	1.2			.8	2.1		.7			.9	.4

LEISURE ACTIVITIES
(CONTINUED)

TABLE 10

	TOTAL	AUDIO-VISUAL EQUIPMENT OWNERSHIP: PHONO/ STEREO	MOVIE PROJEC-TOR	COLOR SLIDE PRJCTR	RECORD OWNERSHIP: 65 OR MORE	16 TO 64	15 OR LESS	ADULT BOOK OWNERSHIP: 65 OR MORE	16 TO 64	15 OR LESS	NUMBER OF BOOKS USED IN 3 MONTHS: 6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970	840	344	284	300	354	285	468	306	181	279	365	311
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LEISURE ACTIVITIES (CONTINUED)													
DINING OUT	3.3	3.6	4.7	3.5	4.0	3.7	2.5	4.3	3.3	1.1	4.3	4.7	1.0
SHOPPING	5.7	5.4	5.5	2.1	3.7	7.6	6.0	4.9	5.6	7.7	8.2	3.8	5.8
DANCING	2.2	2.5	2.3	1.4	1.3	2.0	1.4	1.7	1.6	4.4	1.8	2.2	2.6
OTHER ACTIVITIES	2.6	2.4	1.7	1.8	2.0	2.5	3.5	2.6	1.0	3.9	3.2	2.5	2.3
READING	34.6	35.7	31.7	55.9	37.7	36.7	29.5	38.0	32.4	27.6	48.4	37.8	18.6
WATCHING TV	26.3	26.2	23.3	25.4	26.7	28.0	23.9	23.3	24.5	34.3	25.1	27.1	26.7
LISTENING TO MUSIC	3.3	3.6	3.2	3.9	6.0	2.3	2.1	5.3	2.0	.6	5.7	2.5	1.9
MISCELLANEOUS	6.4	7.0	7.3	7.0	6.0	8.2	4.2	6.8	4.2	8.3	5.0	4.9	9.0
DON'T KNOW	.5	.6	1.5				1.8		.7	1.7			1.6

LEISURE ACTIVITIES
(CONTINUED)

TABLE 11

		LIBRARY CARD OWNER.			FREQUENCY OF LIBRARY USE			IMPORTANCE OF LIBRARY			FINDING LIBRARY BOOKS		
	TOTAL	RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	NON-USER	MODER-ATE USER	FRE-QUENT USER	GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	LOOK FOR SELF	LIBRAR-IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970	353	464	343	526	255	179	263	225	454	671	177	122
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LEISURE ACTIVITIES (CONTINUED)													
DINING OUT	3.3	3.1	4.3	2.0	2.9	4.3	3.4	4.6	1.8	3.5	4.3	1.7	
SHOPPING	5.7	5.4	5.6	5.8	6.3	4.7	5.0	6.1	7.1	5.1	4.2	11.3	5.7
DANCING	2.2	2.5	1.9	2.3	2.7	2.0	1.1	1.1	.4	3.7	2.4	2.8	
OTHER ACTIVITIES	2.6	2.3	2.2	2.9	2.3	1.6	5.0	3.8	1.8	2.4	3.4	1.1	
READING	34.6	41.9	36.9	28.3	28.9	36.9	50.3	40.3	42.2	27.3	34.4	28.8	44.3
WATCHING TV	26.3	21.5	27.4	25.7	28.5	26.3	21.2	19.0	31.1	27.3	24.6	25.4	36.9
LISTENING TO MUSIC	3.3	3.1	4.1	2.6	2.3	5.1	3.9	3.8	2.7	3.5	4.6		.8
MISCELLANEOUS	6.4	6.5	7.5	4.7	5.1	9.0	6.1	5.7	4.4	7.7	5.4	11.3	4.9
DON'T KNOW	.5		.6	.6	.4	1.2				1.1	.7		

LEISURE ACTIVITIES (CONTINUED)

TABLE 12

	TOTAL	COMMUNITY GROUP LEADER		LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR			
		YES	NO	VERY LIKELY	LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970 100.0	296 100.0	674 100.0	308 100.0	172 100.0	168 100.0	305 100.0
LEISURE ACTIVITIES (CONTINUED)							
DINING OUT	3.3	3.4	3.3	3.9	3.5	6.5	1.0
SHOPPING	5.7	6.8	5.2	4.2	4.7	7.7	6.9
DANCING	2.2	2.0	2.2	1.6	2.3	.6	3.6
OTHER ACTIVITIES	2.6	1.7	3.0	2.9	2.3	4.2	.7
READING	34.6	40.9	31.9	42.2	42.4	29.2	25.9
WATCHING TV	26.3	18.6	29.7	24.0	22.1	23.8	32.8
LISTENING TO MUSIC	3.3	2.4	3.7	4.9	1.2	2.4	3.6
MISCELLANEOUS	6.4	3.0	7.9	6.5	4.7	3.0	8.5
DON'T KNOW	.5		.7			1.8	.7

ACTIVITIES ENJOYED

TABLE 13

		SEX		AGE			EDUCATION			FAMILY INCOME			
	TOTAL	MEN	WOMEN	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COL-LEGE	HIGH SCHOOL GRAD	LESS THAN H.S. GRAD	$20M & OVER	$15M-$19999	$10M-$14999	UNDER $10M
WEIGHTED BASE	970 100.0	456 100.0	514 100.0	296 100.0	256 100.0	384 100.0	244 100.0	424 100.0	298 100.0	266 100.0	188 100.0	152 100.0	170 100.0
ACTIVITIES ENJOYED													
HOBBIES	71.8	70.6	72.8	81.1	69.9	66.1	82.4	72.9	61.7	75.6	75.5	71.1	60.6
HOUSE PROJECTS	74.2	78.1	70.8	75.3	75.0	72.1	69.7	77.6	73.5	71.4	73.9	85.5	74.7
MOVIES	49.7	53.9	45.9	78.7	50.4	28.4	55.7	52.1	41.3	56.4	55.3	61.2	35.9
MUSEUMS, CONCERTS	49.0	50.0	48.1	65.2	52.0	34.4	72.5	50.7	27.2	65.4	55.3	47.4	22.9
OUTDOOR ACTIVITIES	69.2	78.9	60.5	89.9	73.4	52.1	80.7	76.7	49.3	82.3	78.2	58.6	51.8
READING	82.3	78.7	85.4	82.4	85.5	79.4	92.6	82.8	72.8	89.8	79.3	84.9	73.5
LISTENING TO MUSIC	89.5	90.1	88.9	95.3	89.5	84.6	92.2	92.0	83.6	89.5	92.6	92.8	80.6
TV	82.7	82.5	82.9	82.1	78.5	86.7	70.9	85.1	89.3	79.3	83.5	82.9	88.8

ACTIVITIES ENJOYED

TABLE 14

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER: PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	OCCUPATION OF RESPONDENT: PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	RACE: WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970	250	115	350	182	155	141	215	322	758	69	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ACTIVITIES ENJOYED												
HOBBIES	71.8	77.6	75.7	68.9	65.4	78.1	68.8	71.6	66.8	70.7	81.2	76.0
HOUSE PROJECTS	74.2	72.0	73.0	78.3	77.5	71.0	68.8	80.0	74.5	74.9	68.1	88.0
MOVIES	49.7	53.6	57.4	54.3	26.9	58.7	52.5	58.1	40.1	49.6	36.2	68.0
MUSEUMS, CONCERTS	49.0	69.6	47.8	45.7	23.6	69.0	53.9	48.4	36.0	49.3	50.7	32.0
OUTDOOR ACTIVITIES	69.2	81.6	70.4	74.0	42.9	81.9	80.1	75.3	57.5	72.6	58.0	52.0
READING	82.3	88.8	86.1	81.1	71.4	88.4	85.8	77.7	80.7	83.4	69.6	64.0
LISTENING TO MUSIC	89.5	91.6	93.0	92.0	78.6	94.2	87.9	94.4	84.5	89.2	100.0	68.0
TV	82.7	71.6	92.2	84.9	86.8	71.0	84.4	87.4	84.8	81.4	88.4	92.0

ACTIVITIES ENJOYED

TABLE 15

	TOTAL	SECTION OF STATE: NORTH-EAST	NORTH-WEST/CNTRL	SOUTH	TYPE OF COMMUNITY: URBAN	SUB-URBAN	RURAL	MARITAL STATUS: NEVER MAR-RIED	MAR-RIED	WIDOW/DVRCD/SPRTD	PARENT STATUS: PRE-SCHOOL CHLDRN	SCHOOL AGE	NEI-THER
WEIGHTED BASE	970 100.0	590 100.0	167 100.0	213 100.0	520 100.0	355 100.0	95 100.0	138 100.0	681 100.0	135 100.0	158 100.0	341 100.0	554 100.0
ACTIVITIES ENJOYED													
HOBBIES	71.8	73.1	65.9	72.8	67.9	76.3	75.8	77.5	72.7	60.0	81.0	68.3	72.0
HOUSE PROJECTS	74.2	74.6	77.8	70.4	72.7	76.1	75.8	67.4	78.6	60.7	79.7	73.6	74.0
MOVIES	49.7	50.3	47.3	49.8	50.6	47.9	51.6	71.7	48.8	31.9	69.0	53.7	43.5
MUSEUMS, CONCERTS	49.0	47.3	59.3	45.5	50.2	48.2	45.3	68.8	45.7	43.7	63.9	50.1	45.1
OUTDOOR ACTIVITIES	69.2	67.6	71.9	71.4	64.8	73.8	75.8	84.1	69.6	52.6	84.8	72.4	64.4
READING	82.3	81.7	85.0	81.7	78.1	87.9	84.2	79.7	83.8	77.8	91.8	82.7	81.4
LISTENING TO MUSIC	89.5	89.7	88.0	90.1	90.6	89.0	85.3	97.8	86.6	94.8	94.9	86.5	69.9
TV	82.7	81.4	89.2	81.2	80.8	83.9	88.4	80.4	82.7	87.4	81.6	78.9	85.0

ACTIVITIES ENJOYED

TABLE 16

		AUDIO-VISUAL EQUIPMENT OWNERSHIP			RECORD OWNERSHIP			ADULT BOOK OWNERSHIP			NUMBER OF BOOKS USED IN 3 MONTHS		
	TOTAL	PHONO/ STEREO	MOVIE PROJEC -TOR	COLOR SLIDE PRJCTR	65 OR MORE	16 TO 64	15 OR LESS	65 OR MORE	16 TO 64	15 OR LESS	6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970 100.0	840 100.0	344 100.0	284 100.0	300 100.0	354 100.0	285 100.0	468 100.0	306 100.0	181 100.0	279 100.0	365 100.0	311 100.0
ACTIVITIES ENJOYED													
HOBBIES	71.8	74.3	74.1	77.1	77.3	75.1	63.5	80.8	71.9	50.3	82.1	74.0	59.2
HOUSE PROJECTS	74.2	74.5	74.4	75.0	75.3	77.7	68.8	74.4	76.8	71.8	74.2	75.9	72.7
MOVIES	49.7	53.6	53.2	49.6	54.3	58.8	36.5	50.2	51.6	47.5	48.0	58.9	41.2
MUSEUMS, CONCERTS	49.0	52.7	57.3	65.8	63.7	55.4	28.1	65.2	41.2	23.2	63.8	56.4	27.7
OUTDOOR ACTIVITIES	69.2	71.5	75.3	76.4	77.3	72.6	58.9	78.0	70.3	49.2	81.4	75.3	50.5
READING	82.3	83.5	85.5	85.2	86.0	85.6	78.6	89.5	79.7	69.1	91.4	90.7	63.7
LISTENING TO MUSIC	89.5	91.2	89.8	90.1	92.0	90.1	88.8	92.1	87.9	87.3	91.0	93.7	83.3
TV	82.7	82.0	81.1	76.8	78.3	85.0	84.9	75.4	91.2	89.0	76.7	83.0	89.4

ACTIVITIES ENJOYED

TABLE 17

		LIBRARY CARD OWNER.			FREQUENCY OF LIBRARY USE			IMPORTANCE OF LIBRARY			FINDING LIBRARY BOOKS		
	TOTAL	RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	NON-USER	MODER-ATE USER	FRE-QUENT USER	GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	LOOK FOR SELF	LIBRAR-IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970 100.0	353 100.0	464 100.0	343 100.0	526 100.0	255 100.0	179 100.0	263 100.0	225 100.0	454 100.0	671 100.0	177 100.0	122 100.0
ACTIVITIES ENJOYED													
HOBBIES	71.8	79.6	74.4	63.8	65.4	78.4	82.1	82.5	79.6	63.4	74.7	63.8	67.2
HOUSE PROJECTS	74.2	72.5	75.2	74.9	74.7	70.2	77.7	80.6	77.3	70.3	76.0	70.1	70.5
MOVIES	49.7	58.4	55.4	40.2	42.6	62.4	54.2	55.1	57.8	44.7	52.8	50.3	32.0
MUSEUMS, CONCERTS	49.0	66.9	58.2	26.8	35.7	66.3	64.8	68.1	58.7	35.5	52.9	45.2	32.8
OUTDOOR ACTIVITIES	69.2	81.3	75.9	58.3	60.6	78.8	79.3	80.2	76.0	61.9	72.1	63.8	60.7
READING	82.3	91.5	84.7	76.7	75.1	88.6	93.3	93.2	84.4	78.0	82.9	80.2	82.0
LISTENING TO MUSIC	89.5	92.4	91.4	85.1	86.3	96.5	88.8	92.4	92.9	88.5	89.7	96.0	78.7
TV	82.7	74.5	79.1	90.7	87.1	82.0	70.4	74.5	84.4	87.2	81.1	89.8	81.1

ACTIVITIES ENJOYED

TABLE 18

	TOTAL	COMMUNITY GROUP LEADER		LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR			
		YES	NO	VERY LIKELY	LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970 100.0	296 100.0	674 100.0	308 100.0	172 100.0	168 100.0	305 100.0
ACTIVITIES ENJOYED							
HOBBIES	71.8	79.1	68.5	81.8	80.8	76.8	54.8
HOUSE PROJECTS	74.2	78.7	72.3	77.6	83.7	75.6	63.3
MOVIES	49.7	56.1	46.9	59.1	53.5	54.2	35.7
MUSEUMS, CONCERTS	49.0	59.5	44.4	67.5	57.0	50.0	26.2
OUTDOOR ACTIVITIES	69.2	76.7	65.9	80.5	79.7	70.8	51.8
READING	82.3	86.1	80.6	92.9	89.5	78.6	69.2
LISTENING TO MUSIC	89.5	92.2	88.3	90.3	95.9	93.5	83.0
TV	82.7	76.0	85.6	78.6	79.7	83.3	87.9

NEWSPAPER READING TIME PER DAY
MAGAZINE READING TIME PER DAY

TABLE 19

	TOTAL	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL GRAD	EDUCATION: LESS THAN H.S. GRAD	FAMILY INCOME: $20M & OVER	FAMILY INCOME: $15M-$19999	FAMILY INCOME: $10M-$14999	FAMILY INCOME: UNDER $10M
WEIGHTED BASE	970 100.0	456 100.0	514 100.0	296 100.0	256 100.0	384 100.0	244 100.0	424 100.0	298 100.0	266 100.0	188 100.0	152 100.0	170 100.0
NEWSPAPER READING TIME PER DAY													
NONE	6.3	4.8	7.6	11.5	3.5	3.9	4.5	7.5	5.7	4.1	5.3	5.3	7.6
10 MINUTES OR LESS	8.7	8.6	8.0	12.5	7.4	5.7	5.7	7.5	11.4	6.0	10.1	5.3	13.5
ABOUT 1/4 HOUR	9.1	9.6	8.6	11.8	9.0	7.0	9.0	8.3	10.1	10.5	7.4	15.1	2.9
ABOUT 1/2 HOUR	24.3	23.9	24.7	27.0	32.0	17.7	27.9	26.2	19.1	25.2	35.6	24.3	11.2
ABOUT 3/4 HOUR	6.8	7.7	6.0	9.5	7.[illegible]	5.2	8.2	5.7	7.4	9.0	3.7	8.6	6.5
ABOUT 1 HOUR	28.1	24.8	31.1	19.9	25.0	35.2	27.0	29.5	26.8	24.4	25.0	26.3	37.1
ABOUT 1 1/2 HOURS	8.2	10.3	6.4	4.1	8.6	11.5	9.8	9.0	6.0	9.4	7.4	7.2	8.8
ABOUT 2 HOURS OR MORE	7.7	7.9	7.6	3.4	4.7	13.0	7.8	6.4	9.7	10.2	5.3	4.6	10.6
DON'T KNOW	1.1	2.4		.3	2.7	.8			3.7	1.1		3.3	1.8
MAGAZINE READING TIME PER WEEK													
NONE	21.1	22.1	20.2	13.9	14.8	31.3	9.0	14.4	40.6	12.0	16.0	17.1	39.4
LESS THAN 2 HOURS	47.7	49.6	46.1	56.8	54.7	37.5	53.7	55.2	31.9	53.4	59.6	47.4	32.4
3 TO 7 HOURS	23.1	23.0	23.2	24.0	23.4	21.4	30.3	25.5	14.1	28.6	21.3	25.7	15.3
8 TO 12 HOURS	3.2	2.9	3.5	4.1	2.0	3.6	4.1	3.1	2.7	1.9	2.7	4.6	5.9
13 TO 17 HOURS	2.7	.9	3.3	.7	2.0	3.6	1.6	.5	5.0	2.6			4.1
18 HOURS OR MORE	.3	.4	.2		1.2			.7			.5		
DON'T KNOW	2.4	1.1	3.5	.7	2.0	2.6	1.2	.7	5.7	1.5		5.3	2.9

NEWSPAPER READING TIME PER DAY
MAGAZINE READING TIME PER DAY

TABLE 20

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER				OCCUPATION OF RESPONDENT				RACE		
		PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970	250	115	350	182	155	141	215	322	758	69	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NEWSPAPER READING TIME PER DAY												
NONE	6.3	5.6	7.0	5.7	6.0	6.5	5.7	5.1	7.5	5.1	20.3	
10 MINUTES OR LESS	8.2	5.2	1.7	10.9	8.2	7.1	5.0	9.8	9.6	9.5	5.8	4.0
ABOUT 1/4 HOUR	9.1	13.2	10.4	10.6	2.7	9.0	12.1	14.4	5.0	9.1	8.7	12.0
ABOUT 1/2 HOUR	24.3	27.2	28.7	27.4	11.5	29.0	36.2	26.5	15.5	21.9	27.5	32.0
ABOUT 3/4 HOUR	6.8	6.8	2.6	8.6	7.7	7.1	4.3	6.0	8.1	7.3	2.9	
ABOUT 1 HOUR	28.1	24.4	33.9	23.4	38.5	23.2	22.7	23.3	34.8	29.0	27.5	28.0
ABOUT 1 1/2 HOURS	8.2	10.8	7.0	5.1	10.4	9.0	8.5	7.0	9.0	8.6	7.2	
ABOUT 2 HOURS OR MORE	7.7	6.8	8.7	6.0	13.2	9.0	5.7	4.2	9.6	9.1		4.0
DON'T KNOW	1.1			2.3	1.6			3.7	.9	.4		20.0
MAGAZINE READING TIME PER WEEK												
NONE	21.1	12.0	7.8	23.1	39.0	9.7	13.5	21.9	28.9	20.1	34.8	36.0
LESS THAN 2 HOURS	47.7	52.4	57.4	50.0	33.5	54.2	58.2	52.6	38.5	47.5	44.9	40.0
3 TO 7 HOURS	23.1	30.4	27.8	17.7	17.6	30.3	22.7	17.2	23.3	24.7	11.6	8.0
8 TO 12 HOURS	3.2	3.2	7.0	2.6	2.7	3.9	5.0	1.4	2.8	3.4	1.4	
13 TO 17 HOURS	2.2	.4		3.4	4.4	.6	.7	2.8	4.0	2.6		
18 HOURS OR MORE	.3			.9				.9		.1		
DON'T KNOW	2.4	1.6		2.3	2.7	1.3		3.3	2.5	1.6	7.2	16.0

NEWSPAPER READING TIME PER DAY
MAGAZINE READING TIME PER DAY

TABLE 21

		SECTION OF STATE			TYPE OF COMMUNITY			MARITAL STATUS			PARENT STATUS		
	TOTAL	NORTH -EAST	NORTH -WEST /CNTRL	SOUTH	URBAN	SUB-URBAN	RURAL	NEVER MAR-RIED	MAR-RIED	WIDOW /DVRCD /SPRTD	PRE-SCHOOL CHLDRN	SCHOOL AGE	NEI-THER
WEIGHTED BASE	970	590	167	213	520	355	95	138	681	135	158	341	554
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NEWSPAPER READING TIME PER DAY													
NONE	6.3	6.8	4.2	6.6	8.8	1.7	9.5	10.1	5.7	4.4	12.0	4.7	6.0
10 MINUTES OR LESS	8.2	10.3	4.8	5.2	9.0	8.5	3.2	13.0	8.1	4.4	7.6	10.0	7.2
ABOUT 1/4 HOUR	9.1	9.0	8.4	9.9	8.1	7.9	18.9	18.8	8.4	3.0	8.9	7.6	9.6
ABOUT 1/2 HOUR	24.3	21.5	28.7	28.6	22.1	27.9	23.2	23.2	23.3	29.6	28.5	32.6	18.8
ABOUT 3/4 HOUR	6.8	7.5	8.4	3.8	8.1	5.4	5.3	6.5	7.0	6.7	9.5	7.0	6.5
ABOUT 1 HOUR	28.1	28.6	19.8	33.3	26.5	32.1	22.1	17.4	29.2	34.1	23.4	24.0	31.6
ABOUT 1 1/2 HOURS	8.2	8.0	13.8	4.7	8.8	7.3	8.4	7.2	8.1	11.1	4.4	7.9	9.2
ABOUT 2 HOURS OR MORE	7.7	6.9	12.0	6.6	7.5	7.6	9.5	3.6	9.0	6.7	5.1	4.1	10.6
DON'T KNOW	1.1	1.4		1.4	1.0	1.7			1.2		.6	2.1	.5
MAGAZINE READING TIME PER WEEK													
NONE	21.1	22.4	18.6	19.7	25.6	16.9	12.6	10.1	23.8	20.7	15.2	18.2	24.0
LESS THAN 2 HOURS	47.7	44.9	52.1	52.1	45.6	47.9	58.9	50.7	47.6	43.7	58.2	54.5	41.3
3 TO 7 HOURS	23.1	25.1	22.8	17.8	21.3	26.2	21.1	32.6	21.7	19.3	18.4	21.1	24.9
8 TO 12 HOURS	3.2	2.2	3.0	6.1	2.1	5.1	2.1	3.6	2.6	5.9	3.2	1.8	4.0
13 TO 17 HOURS	2.2	2.4	3.6	.5	2.7	.6	5.3	1.4	1.9	4.4	3.2	1.5	2.9
18 HOURS OR MORE	.3	.3		.5	.6			1.4	.1			.3	.4
DON'T KNOW	2.4	2.7		3.3	2.1	3.4			2.2	5.9	1.9	2.6	2.5

NEWSPAPER READING TIME PER DAY
MAGAZINE READING TIME PER DAY

TABLE 22

	TOTAL	AUDIO-VISUAL EQUIPMENT OWNERSHIP: PHONO/ STEREO	MOVIE PROJEC -TOR	COLOR SLIDE PRJCTR	RECORD OWNERSHIP: 65 OR MORE	16 TO 64	15 OR LESS	ADULT BOOK OWNERSHIP: 65 OR MORE	16 TO 64	15 OR LESS	NUMBER OF BOOKS USED IN 3 MONTHS: 6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970	840	344	284	300	354	285	468	306	181	279	365	311
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NEWSPAPER READING TIME PER DAY													
NONE	6.3	4.6	3.2	2.8	5.3	4.5	9.8	5.8	5.6	8.8	6.1	3.3	8.7
10 MINUTES OR LESS	8.2	8.0	8.7	7.7	9.0	8.2	6.7	6.0	8.5	11.6	5.7	8.8	10.3
ABOUT 1/4 HOUR	9.1	9.3	7.8	10.2	9.3	8.5	9.8	9.2	10.1	7.7	9.0	11.0	7.4
ABOUT 1/2 HOUR	24.3	27.0	28.5	22.2	25.0	29.7	19.6	23.9	27.8	21.0	23.3	30.4	18.6
ABOUT 3/4 HOUR	6.8	7.4	7.3	8.5	8.7	6.2	3.2	7.1	6.2	7.7	11.1	5.8	4.5
ABOUT 1 HOUR	28.1	27.4	30.5	30.6	27.0	27.1	30.5	30.6	24.8	27.6	27.2	26.0	30.9
ABOUT 1 1/2 HOURS	8.2	7.7	6.1	10.9	8.0	6.2	11.2	10.0	7.5	5.5	9.3	8.2	7.4
ABOUT 2 HOURS OR MORE	7.7	7.3	6.1	6.0	7.7	8.8	6.3	6.8	9.5	5.5	7.2	6.6	10.0
DON'T KNOW	1.1	1.3	1.7	1.1		.8	2.8	.6		4.4	1.1		2.3
MAGAZINE READING TIME PER WEEK													
NONE	21.1	19.9	18.6	15.8	17.0	15.8	28.1	11.1	22.5	41.4	7.9	13.7	42.8
LESS THAN 2 HOURS	47.7	49.5	50.3	50.7	50.7	55.1	39.3	50.0	49.7	40.3	50.9	57.3	34.1
3 TO 7 HOURS	23.1	23.2	25.9	29.2	24.3	23.2	21.8	28.0	22.5	12.2	33.7	23.6	13.2
8 TO 12 HOURS	3.2	3.2	2.0	3.5	4.0	1.7	3.9	5.3	1.3	1.1	4.7	2.5	2.9
13 TO 17 HOURS	2.2	1.7	1.7		2.7	1.7	2.5	2.4	1.6	2.8	1.1	2.2	3.2
18 HOURS OR MORE	.3	.4			.3		.7	.4	.3		.4		.6
DON'T KNOW	2.4	2.1	1.5	.7	1.0	2.5	3.9	2.8	2.0	2.2	1.4	.8	3.2

NEWSPAPER READING TIME PER DAY
MAGAZINE READING TIME PER DAY

TABLE 23

	TOTAL	LIBRARY CARD OWNER. RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	FREQUENCY OF LIBRARY USE NON-USER	MODER-ATE USER	FRE-QUENT USER	IMPORTANCE OF LIBRARY GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	FINDING LIBRARY BOOKS LOOK FOR SELF	LIBRAR-IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970	353	464	343	526	255	179	263	225	454	671	177	122
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NEWSPAPER READING TIME PER DAY													
NONE	6.3	6.2	4.3	6.7	8.2	5.5	2.2	4.6	3.1	7.9	6.6	8.5	1.6
10 MINUTES OR LESS	8.2	9.1	6.9	9.3	8.6	6.7	8.4	10.6	7.1	6.8	6.6	11.3	13.1
ABOUT 1/4 HOUR	9.1	8.8	7.5	9.3	8.2	9.6	11.2	8.0	11.1	8.8	10.0	6.2	8.2
ABOUT 1/2 HOUR	24.3	24.9	30.2	19.5	20.3	33.3	24.0	26.6	24.4	24.2	25.0	24.9	19.7
ABOUT 3/4 HOUR	6.8	8.8	7.3	5.8	5.1	9.0	8.9	7.6	5.8	7.0	7.7	2.8	7.4
ABOUT 1 HOUR	28.1	24.9	28.7	28.3	30.0	22.4	29.6	24.3	33.8	27.1	26.7	28.8	35.2
ABOUT 1 1/2 HOURS	8.2	9.9	9.5	7.3	8.9	8.2	6.1	9.5	4.9	9.0	8.2	7.9	9.0
ABOUT 2 HOURS OR MORE	7.7	6.5	5.0	12.2	9.7	2.7	9.5	8.7	8.0	7.5	8.3	9.0	2.5
DON'T KNOW	1.1	.8	.6	1.5	1.0	2.4			1.8	1.5	.9	.6	3.3
MAGAZINE READING TIME PER WEEK													
NONE	21.1	12.2	19.0	28.9	29.3	9.0	14.0	15.2	16.9	23.3	18.2	26.6	29.5
LESS THAN 2 HOURS	47.7	55.2	53.0	38.2	40.7	62.4	46.4	44.1	48.0	51.8	49.3	48.6	37.7
3 TO 7 HOURS	23.1	28.9	22.0	21.3	19.4	25.5	31.8	31.2	26.2	17.8	24.9	19.2	18.9
8 TO 12 HOURS	3.2	2.5	1.5	4.7	3.2	2.4	4.5	2.7	3.1	3.5	3.3	3.4	2.5
13 TO 17 HOURS	2.2	.6	1.5	3.5	3.4	.4	1.1	2.3	4.0	1.3	2.8	1.1	
18 HOURS OR MORE	.3		.2	.6	.4	.4		.4		.4		1.1	.8
DON'T KNOW	2.4	.6	2.8	2.9	3.6		2.2	4.2	1.8	1.8	1.5		10.7

NEWSPAPER READING TIME PER DAY
MAGAZINE READING TIME PER DAY

TABLE 24

	TOTAL	COMMUNITY GROUP LEADER		LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR			
		YES	NO	VERY LIKELY	LIKELY LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970	296	674	308	172	168	305
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NEWSPAPER READING TIME PER DAY							
NONE	6.3	2.7	7.9	3.6	3.5	10.7	8.5
10 MINUTES OR LESS	8.2	6.1	9.2	8.8	5.2	4.2	11.8
ABOUT 1/4 HOUR	9.1	11.5	8.0	11.7	11.6	4.8	7.2
ABOUT 1/2 HOUR	24.3	25.7	23.7	25.6	29.7	17.9	23.6
ABOUT 3/4 HOUR	6.8	6.1	7.1	7.8	7.6	6.5	5.6
ABOUT 1 HOUR	28.1	27.0	28.6	26.9	26.2	36.9	26.2
ABOUT 1 1/2 HOURS	8.2	11.5	6.8	7.1	8.7	13.7	5.6
ABOUT 2 HOURS OR MORE	7.7	7.1	8.0	8.4	5.8	3.6	10.2
DON'T KNOW	1.1	2.4	.6		1.7	1.8	1.3
MAGAZINE READING TIME PER WEEK							
NONE	21.1	10.5	25.8	12.0	18.6	15.5	34.8
LESS THAN 2 HOURS	47.7	53.4	45.3	51.6	52.9	46.4	41.3
3 TO 7 HOURS	23.1	30.1	20.0	27.9	25.6	22.6	17.7
8 TO 12 HOURS	3.2	1.0	4.2	4.2		6.0	2.0
13 TO 17 HOURS	2.2		3.1	3.6	1.2	1.2	2.0
18 HOURS OR MORE	.3		.4		.6		.7
DON'T KNOW	2.4	5.1	1.2	.6	1.2	8.3	1.6

NUMBER OF BOOKS USED IN 3 MONTHS
AUDIO-VISUAL EQUIPMENT OWNERSHIP

TABLE 25

		SEX		AGE			EDUCATION			FAMILY INCOME			
	TOTAL	MEN	WOMEN	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COL-LEGE	HIGH SCHOOL GRAD	LESS THAN H.S. GRAD	$20M & OVER	$15M-$19999	$10M-$14999	UNDER $10M
WEIGHTED BASE	970	456	514	296	256	384	244	424	298	266	188	152	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF BOOKS USED IN 3 MONTHS													
NONE	32.1	32.2	31.9	12.2	25.0	49.5	9.0	26.4	59.1	16.5	23.4	34.9	51.8
ONE	8.6	9.9	7.4	11.1	5.9	8.9	4.5	9.7	10.4	8.3	9.6	10.5	5.3
TWO	8.7	10.1	7.4	10.1	7.8	8.6	7.8	10.8	6.4	8.6	11.7	9.9	7.6
THREE	9.0	8.6	9.3	11.5	12.9	5.2	9.4	12.3	3.7	13.9	7.4	7.9	5.9
FOUR	6.6	7.2	6.0	8.8	7.4	4.7	5.7	8.3	4.7	6.0	9.6	9.9	5.3
FIVE	4.8	3.7	5.8	6.4	7.4	2.3	8.2	5.2	1.7	4.5	9.0	3.9	4.1
SIX	5.1	4.8	5.3	6.1	5.1	3.9	9.0	4.5	2.7	5.6	5.9	8.6	1.8
SEVEN	2.0	2.0	1.9	2.0	1.6	2.3	1.6	1.9	2.3	.8	2.1	1.3	3.5
EIGHT	1.9	2.2	1.6	2.0	2.7	1.0	3.7	.9	1.7	3.0		.7	.6
NINE	.5	.4	.6	.7	1.2		.4	.9		1.1			
TEN OR MORE	19.4	18.0	20.6	27.7	22.3	11.5	39.3	18.4	4.7	30.8	20.7	11.8	10.6
DON'T KNOW	1.5	.9	2.1	1.4	.8	2.1	1.2	.7	2.7	.8	.5	.7	3.5
AUDIO-VISUAL EQUIPMENT OWNERSHIP													
PHONOGRAPH/STEREO	86.6	89.0	84.4	97.0	93.4	72.9	94.7	88.4	77.2	95.1	97.9	88.2	61.2
MOTION PICTURE PROJECTOR	35.5	37.5	33.7	37.5	43.8	28.6	41.4	41.7	21.5	46.2	40.4	32.2	18.8
COLOR SLIDE PROJECTOR	29.3	29.8	28.8	28.7	36.7	24.5	45.1	29.5	16.1	44.4	36.2	19.1	10.6

NUMBER OF BOOKS USED IN 3 MONTHS
AUDIO-VISUAL EQUIPMENT OWNERSHIP

TABLE 26

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER: PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	OCCUPATION OF RESPONDENT: PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	RACE: WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970	250	115	350	182	155	141	215	322	758	69	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF BOOKS USED IN 3 MONTHS												
NONE	32.1	10.0	40.0	33.1	56.6	7.7	27.0	35.3	43.5	31.7	53.6	44.0
ONE	8.6	6.8	4.3	12.9	5.5	9.0	7.1	10.7	7.5	7.7	17.4	20.0
TWO	8.7	7.2	8.7	9.4	8.8	5.8	9.9	13.5	7.1	8.4	1.4	16.0
THREE	9.0	10.8	12.2	7.4	4.9	9.7	12.1	10.7	3.7	9.2	2.9	8.0
FOUR	6.6	5.6	1.7	10.3	3.8	5.8	4.3	10.7	5.6	6.5	4.3	
FIVE	4.8	6.4	7.8	4.0	2.2	7.1	7.1	3.3	4.3	4.4		
SIX	5.1	6.0	6.1	5.4	2.2	6.5	6.4	3.3	3.7	5.9	2.9	
SEVEN	2.0	2.4	.9	1.4	3.8	1.3	2.8	2.3	2.5	2.1		
EIGHT	1.9	4.4	.9	.9	.5	5.2		.5	1.6	2.0	1.4	
NINE	.5	2.0				1.3			.9	.7		
TEN OR MORE	19.4	38.0	17.4	12.9	8.2	40.0	23.4	8.4	16.5	20.4	8.7	8.0
DON'T KNOW	1.5	.4		2.3	3.3	.6		1.4	3.1	1.1	7.2	4.0
AUDIO-VISUAL EQUIPMENT OWNERSHIP												
PHONOGRAPH/STEREO	86.6	98.4	88.7	91.4	57.1	97.4	93.6	89.3	75.5	86.5	79.7	64.0
MOTION PICTURE PROJECTOR	35.5	42.8	37.4	35.7	19.8	40.0	36.2	38.6	28.0	37.9	26.1	16.0
COLOR SLIDE PROJECTOR	29.3	49.6	30.4	21.4	14.8	48.4	30.5	17.7	28.0	32.2	10.1	

NUMBER OF BOOKS USED IN 3 MONTHS
AUDIO-VISUAL EQUIPMENT OWNERSHIP

TABLE 27

	TOTAL	SECTION OF STATE: NORTH -EAST	SECTION OF STATE: NORTH -WEST /CNTRL	SECTION OF STATE: SOUTH	TYPE OF COMMUNITY: URBAN	TYPE OF COMMUNITY: SUB-URBAN	TYPE OF COMMUNITY: RURAL	MARITAL STATUS: NEVER MAR-RIED	MARITAL STATUS: MAR-RIED	MARITAL STATUS: WIDOW /DVRCD /SPRTD	PARENT STATUS: PRE-SCHOOL CHLDRN	PARENT STATUS: SCHOOL AGE	PARENT STATUS: NEI-THER
WEIGHTED BASE	970 100.0	590 100.0	167 100.0	213 100.0	520 100.0	355 100.0	95 100.0	138 100.0	681 100.0	135 100.0	158 100.0	341 100.0	554 100.0
NUMBER OF BOOKS USED IN 3 MONTHS													
NONE	32.1	32.2	35.3	29.1	34.6	28.7	30.5	13.0	32.2	52.6	15.8	23.5	39.4
ONE	8.6	7.8	4.2	14.1	10.0	5.6	11.6	12.3	9.0	3.0	7.6	9.4	7.8
TWO	8.7	8.0	15.0	5.6	8.7	8.7	8.4	14.5	7.2	8.9	13.3	7.0	8.3
THREE	9.0	10.0	9.6	5.6	9.8	7.9	8.4	11.6	9.5	3.0	8.2	8.5	9.2
FOUR	6.6	5.6	6.0	9.9	7.1	5.4	8.4	2.2	7.9	5.2	13.3	9.7	4.3
FIVE	4.8	4.4	4.2	6.6	4.4	4.5	8.4	8.7	3.7	6.7	8.2	5.9	4.0
SIX	5.1	4.2	6.0	6.6	4.0	5.9	7.4	5.1	5.6	2.2	5.1	4.4	5.4
SEVEN	2.0	1.5	3.6	1.9	1.9	2.5		2.2	2.1	1.5	1.9	1.2	2.5
EIGHT	1.9	2.4	1.2	.9	1.7	2.3	1.1	3.6	1.5	2.2	1.9	2.9	1.3
NINE	.5	.3	1.8		.4	.8			.7		1.3	.9	.4
TEN OR MORE	19.4	21.2	13.2	19.2	15.6	26.2	14.7	25.4	18.8	14.8	20.3	24.9	16.2
DON'T KNOW	1.5	2.4		.5	1.7	1.4	1.1	1.4	1.9		3.2	1.8	1.3
AUDIO-VISUAL EQUIPMENT OWNERSHIP													
PHONOGRAPH/STEREO	86.6	84.9	88.6	89.7	82.3	94.1	82.1	87.7	88.1	78.5	94.3	96.2	79.6
MOTION PICTURE PROJECTOR	35.5	36.3	31.7	36.2	35.0	38.9	25.3	34.1	39.6	14.8	40.5	44.6	30.5
COLOR SLIDE PROJECTOR	29.3	29.2	33.5	26.3	24.4	39.2	18.9	32.6	31.6	14.1	31.6	37.0	24.9

NUMBER OF BOOKS USED IN 3 MONTHS
AUDIO-VISUAL EQUIPMENT OWNERSHIP

TABLE 28

		AUDIO-VISUAL EQUIPMENT OWNERSHIP			RECORD OWNERSHIP			ADULT BOOK OWNERSHIP			NUMBER OF BOOKS USED IN 3 MONTHS		
	TOTAL	PHONO/ STEREO	MOVIE PROJEC -TOR	COLOR SLIDE PRJCTR	65 OR MORE	16 TO 64	15 OR LESS	65 OR MORE	16 TO 64	15 OR LESS	6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970 100.0	840 100.0	344 100.0	284 100.0	300 100.0	354 100.0	285 100.0	468 100.0	306 100.0	181 100.0	279 100.0	365 100.0	311 100.0
NUMBER OF BOOKS USED IN 3 MONTHS													
NONE	32.1	28.7	20.1	19.7	16.7	25.7	51.9	15.2	37.3	64.6			100.0
ONE	8.6	9.3	8.7	8.8	9.7	9.9	6.7	7.3	13.7	3.9		22.7	
TWO	8.7	8.2	9.9	7.0	8.0	11.3	6.7	7.5	9.5	11.0		23.0	
THREE	9.0	9.4	12.5	11.6	11.3	9.3	7.0	9.0	11.1	5.5		23.8	
FOUR	6.6	7.0	8.1	4.2	7.3	8.5	4.2	7.9	7.5	2.2		17.5	
FIVE	4.8	5.0	4.1	4.9	5.0	6.5	3.2	5.6	5.9	1.7		12.9	
SIX	5.1	5.8	7.0	6.0	6.7	6.2	2.5	7.1	2.9	3.9	17.6		
SEVEN	2.0	1.4	1.2	2.1	1.3	1.1	3.9	2.1	1.3	2.8	6.8		
EIGHT	1.9	1.9	1.7	4.2	3.0	1.4	1.4	2.6	1.6	.6	6.5		
NINE	.5	.6	1.5	1.4	.7	.3		1.1			1.8		
TEN OR MORE	19.4	21.4	24.4	29.2	29.7	19.2	9.5	33.1	8.8	2.8	67.4		
DON'T KNOW	1.5	1.2	.9	.7	.7	.6	3.2	1.7	.3	1.1			
AUDIO-VISUAL EQUIPMENT OWNERSHIP													
PHONOGRAPH/STEREO	86.6	100.0	98.0	96.8	99.0	99.4	59.3	91.9	85.3	77.3	93.9	89.6	77.5
MOTION PICTURE PROJECTOR	35.5	40.1	100.0	56.7	53.0	33.9	21.1	47.2	27.8	20.4	44.1	40.8	22.2
COLOR SLIDE PROJECTOR	29.3	32.7	46.8	100.0	44.0	29.4	15.1	44.7	16.0	14.4	43.7	28.5	18.0

NUMBER OF BOOKS USED IN 3 MONTHS
AUDIO-VISUAL EQUIPMENT OWNERSHIP

TABLE 29

		LIBRARY CARD OWNER.			FREQUENCY OF LIBRARY USE			IMPORTANCE OF LIBRARY			FINDING LIBRARY BOOKS		
	TOTAL	RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	NON-USER	MODER -ATE USER	FRE-QUENT USER	GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	LOOK FOR SELF	LIBRAR -IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970 100.0	353 100.0	464 100.0	343 100.0	526 100.0	255 100.0	179 100.0	263 100.0	225 100.0	454 100.0	671 100.0	177 100.0	122 100.0
NUMBER OF BOOKS USED IN 3 MONTHS													
NONE	32.1	9.9	21.6	54.2	50.8	9.4	7.3	20.2	14.7	44.3	27.3	33.9	55.7
ONE	8.6	7.4	11.4	6.1	8.7	11.4	4.5	8.0	7.1	10.1	9.7	9.0	1.6
TWO	8.7	9.3	7.5	10.5	8.7	11.8	4.5	3.8	10.7	10.8	9.5	6.2	7.4
THREE	9.0	9.6	9.5	7.6	8.0	13.3	5.0	6.8	14.2	8.1	8.9	11.9	4.9
FOUR	6.6	7.1	8.8	4.1	4.9	9.0	8.4	7.2	10.2	4.8	7.6	7.3	
FIVE	4.8	6.8	6.3	3.2	3.0	6.3	8.4	4.2	8.9	3.3	5.1	6.8	.8
SIX	5.1	7.1	5.6	3.5	2.9	7.5	8.4	5.3	6.7	4.4	5.2	6.2	2.5
SEVEN	2.0	2.5	1.3	2.3	1.3	3.1	1.7	4.2	.9	1.3	1.3	5.6	
EIGHT	1.9	3.4	2.4	.6	.8	2.4	4.5	1.9	2.7	1.5	2.1	.6	2.5
NINE	.5	1.4	.6		.4	.8	.6	1.9			.3		2.5
TEN OR MORE	19.4	33.7	24.1	5.5	8.4	25.1	44.7	32.3	23.6	10.6	21.3	11.9	19.7
DON'T KNOW	1.5	1.7	.9	2.3	2.1		2.2	4.2	.4	.7	1.6	.6	2.5
AUDIO-VISUAL EQUIPMENT OWNERSHIP													
PHONOGRAPH/STEREO	86.6	90.9	95.5	75.8	81.2	92.9	94.4	90.9	94.7	83.5	89.3	82.5	77.9
MOTION PICTURE PROJECTOR	35.5	40.8	46.1	22.7	29.8	38.8	45.3	33.5	44.0	33.5	37.6	33.3	27.0
COLOR SLIDE PROJECTOR	29.3	43.6	36.4	15.2	19.8	37.6	43.6	34.2	34.2	25.6	30.4	27.1	26.2

NUMBER OF BOOKS USED IN 3 MONTHS
AUDIO-VISUAL EQUIPMENT OWNERSHIP

TABLE 30

	TOTAL	COMMUNITY GROUP LEADER		LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR			
		YES	NO	VERY LIKELY	LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970 100.0	296 100.0	674 100.0	308 100.0	172 100.0	168 100.0	305 100.0
NUMBER OF BOOKS USED IN 3 MONTHS							
NONE	32.1	17.6	38.4	11.4	17.4	32.7	60.0
ONE	8.6	9.8	8.0	5.2	16.9	8.9	6.9
TWO	8.7	10.5	7.9	6.5	8.1	11.3	8.2
THREE	9.0	7.8	9.5	12.0	7.6	10.1	6.6
FOUR	6.6	10.8	4.7	10.1	7.0	4.8	4.3
FIVE	4.8	4.4	5.0	8.1	4.7	6.0	1.3
SIX	5.1	9.5	3.1	6.8	7.6	6.0	1.6
SEVEN	2.0	1.0	2.4	2.6	2.9	.6	1.6
EIGHT	1.9	2.4	1.6	1.9	2.9	1.2	1.6
NINE	.5	.3	.6	1.0	1.2		
TEN OR MORE	19.4	24.7	17.1	33.1	23.3	14.9	6.9
DON'T KNOW	1.5	1.4	1.6	1.3	.6	3.6	1.0
AUDIO-VISUAL EQUIPMENT OWNERSHIP							
PHONOGRAPH/STEREO	86.6	90.2	85.0	94.5	90.1	82.1	80.7
MOTION PICTURE PROJECTOR	35.5	37.8	34.4	44.5	37.8	36.9	24.9
COLOR SLIDE PROJECTOR	29.3	39.9	24.6	38.0	37.2	29.8	17.0

NUMBER OF CHILDREN'S RECORDS IN HOME
NUMBER OF ADULT RECORDS IN HOME

TABLE 31

	TOTAL	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL GRAD	EDUCATION: LESS THAN H.S. GRAD	FAMILY INCOME: $20M & OVER	FAMILY INCOME: $15M-$19999	FAMILY INCOME: $10M-$14999	FAMILY INCOME: UNDER $10M
WEIGHTED BASE	970	456	514	296	256	384	244	424	298	266	188	152	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF CHILDREN'S RECORDS IN HOME													
NONE	56.4	57.5	55.4	44.9	46.5	73.4	50.4	54.2	64.1	46.2	50.5	58.6	77.1
1 TO 15	27.0	25.7	28.2	38.2	32.8	14.1	28.3	31.4	19.8	32.0	31.9	30.9	8.2
16 TO 34	7.3	7.5	7.2	7.8	10.9	4.4	12.3	6.4	4.7	7.5	11.2	7.2	3.5
35 TO 64	5.1	2.9	7.0	4.4	4.3	4.7	4.5	3.5	7.7	6.4	2.7	1.3	7.6
65 OR MORE	2.5	4.2	1.0	3.4	3.1	1.6	2.0	3.3	1.7	6.0	1.6	2.0	.6
DON'T KNOW	1.8	2.4	1.2	1.4	2.3	1.8	2.5	1.2	2.0	1.9	2.1		2.9
NUMBER ADULT RECORDS IN HOME													
NONE	18.4	16.0	20.4	6.4	13.3	31.5	8.6	15.1	30.9	10.2	7.4	19.7	38.2
1 TO 15	11.0	10.5	11.5	5.4	16.4	11.5	8.6	9.0	15.8	7.9	8.0	13.2	9.4
16 TO 34	17.0	17.5	16.5	23.3	10.2	16.1	16.0	14.9	20.8	15.0	16.5	18.4	17.1
35 TO 64	19.5	19.7	19.3	26.7	20.7	14.3	24.2	24.5	8.7	22.6	27.1	21.7	12.4
65 TO 84	5.3	3.7	7.0	6.8	7.4	3.1	6.1	6.4	3.7	6.0	4.3	5.3	3.5
85 TO 114	10.6	9.4	11.7	11.8	15.6	6.8	13.9	11.8	6.0	16.5	15.4	7.2	6.5
115 TO 184	4.9	7.0	3.1	7.1	3.5	4.4	6.6	4.7	4.0	4.5	6.4	5.9	1.8
185 OR MORE	9.9	13.8	6.4	11.8	11.3	6.8	14.8	12.3	2.7	16.5	14.9	8.6	2.4
DON'T KNOW	3.2	2.2	4.1	.7	1.6	5.5	1.2	1.4	7.4	.8			8.8

NUMBER OF CHILDREN'S RECORDS IN HOME
NUMBER OF ADULT RECORDS IN HOME

TABLE 32

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER: PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	OCCUPATION OF RESPONDENT: PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	RACE: WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970	250	115	350	182	155	141	215	322	758	69	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF CHILDREN'S RECORDS IN HOME												
NONE	56.4	39.6	62.6	53.7	82.4	41.3	51.8	57.7	68.9	55.4	66.7	44.0
1 TO 15	27.0	35.2	27.0	34.0	4.4	29.0	29.1	32.6	20.2	27.3	24.6	24.0
16 TO 34	7.3	13.2	4.3	6.0	3.3	16.1	7.1	4.2	4.0	7.4	8.7	
35 TO 64	5.1	5.6	2.6	2.9	6.0	6.5	7.1	1.4	3.7	5.0		24.0
65 OR MORE	2.5	5.6	2.6	2.0		6.5	3.5	1.9	.9	3.0		
DON'T KNOW	1.8	.8	.9	1.4	3.8	.6	1.4	2.3	2.2	1.8		8.0
NUMBER ADULT RECORDS IN HOME												
NONE	18.4	7.2	16.5	17.1	37.4	6.5	9.2	20.9	28.0	17.3	33.3	36.0
1 TO 15	11.0	8.8	17.4	13.4	8.8	11.0	11.3	11.6	12.1	10.8	13.0	24.0
16 TO 34	17.0	13.6	18.3	19.7	14.8	13.5	18.4	17.2	15.8	15.8	18.8	16.0
35 TO 64	19.5	22.8	23.5	17.1	13.2	24.5	28.4	14.4	18.0	20.6	8.7	4.0
65 TO 84	5.5	7.6	4.3	6.3	2.2	4.5	7.[illegible]	4.2	4.3	5.1	10.1	
85 TO 114	10.6	14.4	7.0	10.9	6.6	10.3	9.9	13.5	8.4	11.6	2.9	12.0
115 TO 184	4.9	6.4	4.3	4.6	4.4	10.3	5.7	6.5	2.5	5.0	10.1	
185 OR MORE	9.9	16.8	6.1	9.7	2.7	18.7	7.8	10.2	4.7	10.6	1.4	8.0
DON'T KNOW	3.2	2.4	2.6	1.1	9.9	.6	1.4	1.4	6.2	3.2	1.4	

NUMBER OF CHILDREN'S RECORDS IN HOME
NUMBER OF ADULT RECORDS IN HOME

TABLE 33

		SECTION OF STATE			TYPE OF COMMUNITY			MARITAL STATUS			PARENT STATUS		
	TOTAL	NORTH -EAST	NORTH -WEST /CNTRL	SOUTH	URBAN	SUB-URBAN	RURAL	NEVER MAR-RIED	MAR-RIED	WIDOW /DVRCD /SPRTD	PRE-SCHOOL CHLDRN	SCHOOL AGE	NEI-THER
WEIGHTED BASE	970	590	167	213	520	355	95	138	681	135	158	341	554
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF CHILDREN'S RECORDS IN HOME													
NONE	56.4	57.3	53.3	56.3	63.3	47.0	53.7	63.0	51.5	74.1	24.1	32.3	73.8
1 TO 15	27.0	24.9	32.3	28.6	21.5	33.8	31.6	25.4	29.5	14.8	46.2	39.3	16.8
16 TO 34	7.3	6.8	6.6	9.4	6.2	9.6	5.3	2.9	8.8	5.2	18.4	13.8	2.9
35 TO 64	5.1	5.6	3.6	4.7	4.4	7.0	1.1	3.6	5.1	5.9	5.7	7.6	3.6
65 OR MORE	2.5	2.9	3.6	.5	2.5	1.4	6.3	3.6	2.8		3.2	5.3	1.1
DON'T KNOW	1.8	2.5	.6	.5	2.1	1.1	2.1	1.4	2.2		2.5	1.8	1.8
NUMBER ADULT RECORDS IN HOME													
NONE	18.4	19.7	17.4	15.5	19.6	16.1	20.0	15.2	14.5	36.3	7.0	9.1	25.5
1 TO 15	11.0	12.4	4.8	12.2	12.9	9.9	5.3	3.6	13.2	8.1	8.9	14.7	9.4
16 TO 34	17.0	11.7	23.4	26.8	16.7	14.9	26.3	18.1	15.6	21.5	19.6	12.0	18.6
35 TO 64	19.5	20.0	18.0	19.2	17.5	23.1	16.8	27.5	19.2	14.1	24.7	24.0	16.4
65 TO 84	5.5	4.4	7.2	7.0	6.0	3.4	10.5	2.9	5.9	6.7	7.6	7.9	3.6
85 TO 114	10.6	11.7	10.2	8.0	10.2	11.8	8.4	12.3	12.3	1.5	12.0	14.7	8.5
115 TO 184	4.9	5.8	4.2	3.3	5.6	4.8	2.1	5.8	5.7	.7	5.1	5.0	5.2
185 OR MORE	9.9	11.4	8.4	7.0	8.8	12.7	5.3	13.0	10.1	6.7	12.0	11.1	8.5
DON'T KNOW	3.2	3.1	6.6	.9	2.7	3.4	5.3	1.4	3.4	4.4	3.2	1.5	4.3

NUMBER OF CHILDREN'S RECORDS IN HOME
NUMBER OF ADULT RECORDS IN HOME

TABLE 34

	TOTAL	AUDIO-VISUAL EQUIPMENT OWNERSHIP: PHONO/ STEREO	MOVIE PROJEC -TOR	COLOR SLIDE PRJCTR	RECORD OWNERSHIP: 65 OR MORE	16 TO 64	15 OR LESS	ADULT BOOK OWNERSHIP: 65 OR MORE	16 TO 64	15 OR LESS	NUMBER OF BOOKS USED IN 3 MONTHS: 6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970	840	344	284	300	354	285	468	306	181	279	365	311
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER OF CHILDREN'S RECORDS IN HOME													
NONE	56.4	51.9	45.6	47.5	45.3	52.5	74.0	50.9	55.2	74.0	52.3	49.6	68.2
1 TO 15	27.0	30.2	32.0	31.3	29.0	30.2	20.7	28.6	28.8	20.4	29.0	31.8	19.0
16 TO 34	7.3	8.5	12.8	9.9	13.7	7.3	1.1	9.2	6.2	5.0	9.7	9.0	3.5
35 TO 64	5.1	5.1	4.9	6.7	5.3	7.1	2.5	6.2	6.5		5.7	4.7	5.1
65 OR MORE	2.5	2.9	3.2	3.9	6.0	.8	1.1	3.6	1.6	.6	2.5	3.3	1.6
DON'T KNOW	1.8	1.4	1.5	.7	.7	2.0	.7	1.5	1.6		.7	1.6	2.6
NUMBER ADULT RECORDS IN HOME													
NONE	18.4	9.8	7.6	7.7			62.5	10.5	20.9	34.3	9.7	15.3	28.3
1 TO 15	11.0	10.4	9.9	7.4			37.5	8.1	8.8	22.7	7.9	6.3	19.3
16 TO 34	17.0	19.5	12.8	15.5		46.6		13.7	22.9	15.5	15.8	19.2	16.4
35 TO 64	19.5	22.4	22.1	21.1		53.4		21.8	22.2	10.5	20.1	24.9	12.9
65 TO 84	5.5	6.3	7.6	8.1	17.7			7.5	3.9	3.3	8.2	7.1	1.3
85 TO 114	10.6	11.9	18.9	16.2	34.3			16.0	7.8	2.2	15.4	12.1	4.8
115 TO 184	4.9	5.7	5.5	5.3	16.0			5.1	3.9	6.1	6.8	3.3	5.5
185 OR MORE	9.9	11.4	14.2	16.9	32.0			16.0	6.2	1.1	14.0	11.5	4.5
DON'T KNOW	3.2	2.6	1.5	1.8				1.3	3.3	4.4	2.2	.3	7.1

NUMBER OF CHILDREN'S RECORDS IN HOME
NUMBER OF ADULT RECORDS IN HOME

TABLE 35

	TOTAL	LIBRARY CARD OWNER. RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	FREQUENCY OF LIBRARY USE NON-USER	MODER -ATE USER	FRE-QUENT USER	IMPORTANCE OF LIBRARY GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	FINDING LIBRARY BOOKS LOOK FOR SELF	LIBRAR -IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970 100.0	353 100.0	464 100.0	343 100.0	526 100.0	255 100.0	179 100.0	263 100.0	225 100.0	454 100.0	671 100.0	177 100.0	122 100.0
NUMBER OF CHILDREN'S RECORDS IN HOME													
NONE	56.4	44.8	41.2	77.8	64.8	46.7	43.6	46.0	56.9	63.0	56.8	54.8	56.6
1 TO 15	27.0	36.8	32.5	15.7	19.4	39.6	32.4	33.1	26.2	25.1	27.6	31.1	18.0
16 TO 34	7.3	10.8	11.6	1.2	4.6	7.5	15.6	8.4	10.7	5.1	7.9	7.9	3.3
35 TO 64	5.1	4.5	8.2	2.3	5.9	3.5	5.0	9.1	1.8	3.3	3.9	4.5	12.3
65 OR MORE	2.5	2.8	4.7	.3	2.7	1.6	3.4	3.4	2.7	1.8	2.1	1.7	5.7
DON'T KNOW	1.8	.3	1.7	2.6	2.7	1.2			1.8	1.8	1.8		4.1
NUMBER ADULT RECORDS IN HOME													
NONE	18.4	10.5	9.1	32.4	25.1	12.2	6.1	13.3	7.1	24.9	15.5	25.4	23.8
1 TO 15	11.0	7.9	9.7	13.1	13.9	7.8	7.8	8.4	9.3	13.2	10.7	10.2	13.9
16 TO 34	17.0	15.3	17.7	16.9	15.4	20.8	17.3	17.9	16.0	17.8	17.9	16.9	12.3
35 TO 64	19.5	23.8	23.3	13.4	17.9	21.2	21.2	19.8	25.3	17.2	20.9	22.6	7.4
65 TO 84	5.5	7.6	8.4	1.7	4.2	5.1	10.1	5.3	10.2	3.3	5.4	6.8	4.1
85 TO 114	10.6	13.9	14.9	5.5	8.0	11.8	16.8	12.9	15.6	7.5	10.1	9.0	15.6
115 TO 184	4.9	5.7	5.2	4.7	3.4	7.5	6.1	6.5	7.6	2.9	5.1	2.8	7.4
185 OR MORE	9.9	12.7	10.8	6.7	7.6	12.9	11.7	11.8	8.4	10.1	11.9	3.4	8.2
DON'T KNOW	3.2	2.5	1.1	5.5	4.6	.8	2.8	4.2	.4	3.1	2.5	2.8	7.4

NUMBER OF CHILDREN'S RECORDS IN HOME
NUMBER OF ADULT RECORDS IN HOME

TABLE 36

	TOTAL	COMMUNITY GROUP LEADER YES	COMMUNITY GROUP LEADER NO	LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR VERY LIKELY	LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970 100.0	296 100.0	674 100.0	308 100.0	172 100.0	168 100.0	305 100.0
NUMBER OF CHILDREN'S RECORDS IN HOME							
NONE	56.4	47.0	60.5	51.0	43.6	55.4	69.5
1 TO 15	27.0	28.7	26.3	30.5	39.0	25.0	17.7
16 TO 34	7.3	11.8	5.3	10.1	11.6	5.4	3.0
35 TO 64	5.1	6.8	4.3	6.2	1.7	11.9	2.3
65 OR MORE	2.5	4.4	1.6	1.9	2.3	1.8	3.6
DON'T KNOW	1.8	1.4	1.9	.3	1.7	.6	3.9
NUMBER ADULT RECORDS IN HOME							
NONE	18.4	14.2	20.2	9.1	12.8	20.2	28.9
1 TO 15	11.0	8.1	12.3	6.8	13.4	12.5	12.8
16 TO 34	17.0	17.6	16.8	17.5	23.3	20.2	12.1
35 TO 64	19.5	20.9	18.8	25.0	16.9	16.1	17.7
65 TO 84	5.5	7.8	4.5	6.8	11.0	3.6	2.3
85 TO 114	10.6	11.8	10.1	14.9	7.6	13.7	5.6
115 TO 184	4.9	5.7	4.6	6.5	4.7	2.4	4.6
185 OR MORE	9.9	12.5	8.8	11.4	8.7	10.1	9.5
DON'T KNOW	3.2	1.4	4.0	1.9	1.7	1.2	6.6

NUMBER OF CHILDREN'S BOOKS IN HOME
NUMBER OF ADULT BOOKS IN HOME

TABLE 37

		SEX		AGE			EDUCATION			FAMILY INCOME			
	TOTAL	MEN	WOMEN	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COL-LEGE	HIGH SCHOOL GRAD	LESS THAN H.S. GRAD	$20M & OVER	$15M-$19999	$10M-$14999	UNDER $10M
WEIGHTED BASE	970 100.0	456 100.0	514 100.0	296 100.0	256 100.0	384 100.0	244 100.0	424 100.0	298 100.0	266 100.0	188 100.0	152 100.0	170 100.0
NUMBER CHILDREN'S BOOKS IN HOME													
NONE	46.5	50.9	42.6	35.1	31.3	64.3	36.1	43.4	59.7	34.6	32.4	52.6	71.8
1 TO 15	16.5	15.1	17.7	18.2	13.7	17.7	13.9	15.1	20.1	9.8	23.9	17.8	12.9
16 TO 34	10.9	10.3	11.5	12.8	14.5	6.8	18.0	11.1	5.0	15.4	12.2	11.2	4.7
35 TO 64	11.3	9.2	13.2	17.9	13.7	4.9	11.5	14.6	6.4	15.0	13.8	8.6	5.3
65 TO 84	2.3	2.0	2.5	2.4	3.9	1.3	4.1	1.9	1.3	4.9	.5	2.0	1.8
85 TO 114	5.4	5.5	5.3	5.7	10.5	1.6	6.6	5.9	3.7	7.1	7.4	5.9	
115 TO 184	1.1	1.1	1.2	1.0	2.7	.3	2.0	1.4		1.9	2.1	1.3	
185 OR MORE	3.7	2.2	5.1	5.1	5.9	1.6	4.5	5.9		7.9	5.3	.7	1.2
DON'T KNOW	2.3	3.7	1.0	1.7	3.9	1.6	3.3	.7	3.7	3.4	2.1		2.4
NUMBER OF ADULT BOOKS IN HOME													
NONE	4.4	3.9	4.9		5.5	7.6	1.2	2.6	9.7	1.1	2.1	11.2	4.1
1 TO 15	14.2	15.4	13.2	13.2	10.9	17.4	2.9	12.5	25.8	6.4	12.8	13.8	31.8
16 TO 34	14.7	14.0	15.4	18.2	12.1	14.8	7.8	17.5	16.8	8.3	21.3	19.7	11.8
35 TO 64	16.8	15.4	18.1	12.5	19.1	17.4	11.1	18.4	19.5	13.2	17.6	11.2	23.5
65 TO 84	4.9	4.4	5.4	5.4	3.5	5.5	4.5	5.0	5.4	6.8	1.1	6.6	.6
85 TO 114	12.3	9.9	14.4	16.6	15.6	7.3	20.1	11.1	7.4	12.8	10.6	13.8	11.8
115 TO 184	6.9	7.9	6.0	6.8	6.3	7.8	7.0	9.0	4.0	10.2	7.4	5.3	4.7
185 OR MORE	24.1	28.1	20.6	26.0	27.0	19.3	44.3	23.8	8.1	41.0	26.6	17.8	6.5
DON'T KNOW	1.5	1.1	1.9	1.4		2.9	1.2	.2	3.4	.4	.5	.7	5.3

NUMBER OF CHILDREN'S BOOKS IN HOME
NUMBER OF ADULT BOOKS IN HOME

TABLE 38

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER				OCCUPATION OF RESPONDENT				RACE		
		PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970	250	115	350	182	155	141	215	322	758	69	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER CHILDREN'S BOOKS IN HOME												
NONE	46.5	30.0	51.3	39.7	76.9	34.2	44.7	45.6	55.9	46.0	43.5	72.0
1 TO 15	16.5	8.4	20.9	23.4	11.5	9.7	17.0	26.0	13.7	15.0	34.8	16.0
16 TO 34	10.9	20.0	11.3	8.6	4.4	20.0	11.3	7.4	9.0	11.2	7.2	4.0
35 TO 64	11.3	14.0	7.8	15.1	2.7	11.6	12.8	10.2	9.9	11.6	10.1	
65 TO 84	2.3	3.6	.9	2.6	1.6	3.9	.7	1.4	3.1	2.5		
85 TO 114	5.4	10.4	1.7	5.1		11.0	2.8	4.2	3.7	6.2		
115 TO 184	1.1	2.0	1.7	.6		1.3	2.1		.9	.8		
185 OR MORE	3.7	9.2	3.5	2.3		5.2	5.7	1.9	3.1	4.5		
DON'T KNOW	2.3	2.4	.9	2.6	2.7	3.2	2.8	3.3	.6	2.1	4.3	8.0
NUMBER OF ADULT BOOKS IN HOME												
NONE	4.4		1.7	6.6	9.3		2.8	6.0	7.5	5.1	2.9	
1 TO 15	14.2	4.4	14.8	17.1	24.7	2.6	13.5	16.3	17.7	12.5	18.8	28.0
16 TO 34	14.7	8.0	18.3	19.4	12.6	5.8	17.7	26.5	11.2	14.5	30.4	16.0
35 TO 64	16.8	12.8	15.7	16.6	20.3	11.0	17.0	17.2	15.5	15.3	18.8	36.0
65 TO 84	4.9	4.4	1.7	5.4	4.4	5.8	2.8	3.3	6.5	5.4	10.1	
85 TO 114	12.3	14.0	15.7	14.3	5.5	18.7	9.9	9.3	14.3	12.9	2.9	12.0
115 TO 184	6.9	8.8	10.4	5.1	6.6	7.1	9.9	7.0	5.6	7.3	7.2	
185 OR MORE	24.1	46.8	21.7	14.6	11.5	47.7	26.2	14.4	17.7	25.2	8.7	3.0
DON'T KNOW	1.5	.8		.9	4.9	1.3			4.0	1.7		

NUMBER OF CHILDREN'S BOOKS IN HOME
NUMBER OF ADULT BOOKS IN HOME

TABLE 39

		SECTION OF STATE			TYPE OF COMMUNITY			MARITAL STATUS			PARENT STATUS		
	TOTAL	NORTH -EAST	NORTH -WEST /CNTRL	SOUTH	URBAN	SUB-URBAN	RURAL	NEVER MAR-RIED	MAR-RIED	WIDOW /DVRCD /SPRTD	PRE-SCHOOL CHLDRN	SCHOOL AGE	NEI-THER
WEIGHTED BASE	970	590	167	213	520	355	95	138	681	135	158	341	554
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER CHILDREN'S BOOKS IN HOME													
NONE	46.5	50.2	41.3	40.4	53.5	38.6	37.9	55.1	41.0	66.7	8.2	21.7	65.7
1 TO 15	16.5	13.9	16.2	23.9	17.3	14.1	21.1	18.1	16.6	12.6	18.4	13.8	16.2
16 TO 34	10.9	8.6	15.6	13.6	10.0	11.5	13.7	6.5	12.0	11.1	19.6	16.4	5.8
35 TO 64	11.3	10.2	12.0	14.1	6.9	16.1	17.9	11.6	12.6	3.0	25.3	17.3	6.3
65 TO 84	2.3	2.7	.6	2.3	2.1	3.1			3.1		3.2	4.7	.9
85 TO 114	5.4	5.4	9.6	1.9	3.7	8.2	4.2	4.3	6.5	1.5	8.2	11.1	2.5
115 TO 184	1.1	1.5	.6	.5	1.0	1.4	1.1	.7	1.5		5.1	3.2	
185 OR MORE	3.7	4.4	3.6	1.9	3.3	4.2	4.2	2.9	3.7	5.2	8.2	7.9	.9
DON'T KNOW	2.3	3.1	.6	1.4	2.3	2.8		.7	3.1		3.8	3.8	1.6
NUMBER OF ADULT BOOKS IN HOME													
NONE	4.4	5.9		3.8	4.4	5.6		.7	5.9	1.5	3.2	4.7	4.9
1 TO 15	14.2	15.6	11.4	12.7	19.6	7.9	8.4	12.3	11.7	28.1	10.8	10.3	16.6
16 TO 34	14.7	13.9	15.0	16.9	16.3	9.9	24.2	23.2	14.1	8.1	17.1	11.1	15.0
35 TO 64	16.8	13.7	22.2	21.1	15.0	17.2	25.3	6.5	18.2	21.5	16.5	17.9	17.1
65 TO 84	4.9	2.9	7.2	8.9	4.2	3.9	12.6	4.3	4.6	6.7	4.4	3.5	5.2
85 TO 114	12.3	11.7	12.0	14.1	10.4	17.2	4.2	10.9	12.2	14.8	13.3	13.8	12.1
115 TO 184	6.9	8.5	6.6	2.8	6.2	8.7	4.2	6.5	7.6	4.4	9.5	8.8	5.4
185 OR MORE	24.1	25.3	25.7	19.7	21.7	28.5	21.1	35.5	23.5	14.8	23.4	28.4	22.0
DON'T KNOW	1.5	2.5			2.1	1.1			2.2		1.9	1.5	1.6

NUMBER OF CHILDREN'S BOOKS IN HOME
NUMBER OF ADULT BOOKS IN HOME

TABLE 40

		AUDIO-VISUAL EQUIPMENT OWNERSHIP			RECORD OWNERSHIP			ADULT BOOK OWNERSHIP			NUMBER OF BOOKS USED IN 3 MONTHS		
	TOTAL	PHONO/ STEREO	MOVIE PROJEC -TOR	COLOR SLIDE PRJCTR	65 OR MORE	16 TO 64	15 OR LESS	65 OR MORE	16 TO 64	15 OR LESS	6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970	840	344	284	300	354	285	468	306	181	279	365	311
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER CHILDREN'S BOOKS IN HOME													
NONE	46.5	41.9	36.6	37.3	30.7	44.9	63.9	36.5	48.4	68.0	36.2	38.1	65.3
1 TO 15	16.5	16.7	14.5	12.7	17.0	14.4	19.3	11.3	23.2	18.8	12.5	17.3	19.3
16 TO 34	10.9	11.8	14.5	14.1	12.7	12.4	7.7	12.6	13.4	3.3	12.5	12.6	8.0
35 TO 64	11.3	12.9	14.5	14.1	12.7	16.9	3.9	16.0	9.2	3.3	15.8	16.4	1.3
65 TO 84	2.3	2.6	2.6	3.9	4.0	1.1	1.4	2.6	1.3	2.2	3.2	2.5	.6
85 TO 114	5.4	6.2	6.4	8.1	10.3	4.2	1.4	10.0	1.6		7.9	5.5	3.2
115 TO 184	1.1	1.3	2.0	2.8	1.3	2.0		2.4			1.8	1.6	
185 OR MORE	3.7	4.0	4.9	5.6	9.0	1.4	1.4	6.4	2.0		7.2	4.1	.3
DON'T KNOW	2.3	2.6	3.8	1.4	2.3	2.5	1.1	2.1	1.0	4.4	2.9	1.9	1.9
NUMBER OF ADULT BOOKS IN HOME													
NONE	4.4	3.2	1.5	1.8	1.3	3.1	9.8			23.8	1.8	.8	10.9
1 TO 15	14.2	13.5	9.3	7.4	6.3	10.2	26.3			76.2	4.7	11.2	26.7
16 TO 34	14.7	14.0	11.9	6.3	10.7	14.7	19.6		46.7		3.9	21.1	17.7
35 TO 64	16.8	17.0	12.8	10.9	11.7	24.3	12.3		53.3		12.2	18.9	19.0
65 TO 84	4.9	5.5	7.0	8.1	6.7	5.6	2.8	10.3			5.0	6.3	3.5
85 TO 114	12.3	12.7	14.2	14.8	13.0	13.8	9.8	25.4			19.4	12.6	5.5
115 TO 184	6.9	6.4	7.6	9.2	7.3	6.2	7.7	14.3			9.3	6.0	4.2
185 OR MORE	24.1	26.5	35.5	41.5	42.7	21.2	10.2	50.0			43.4	22.7	9.6
DON'T KNOW	1.5	1.1	.3		.3	.8	1.4				.4	.3	2.9

NUMBER OF CHILDREN'S BOOKS IN HOME
NUMBER OF ADULT BOOKS IN HOME

TABLE 41

	TOTAL	LIBRARY CARD OWNER. RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	FREQUENCY OF LIBRARY USE NON-USER	MODER -ATE USER	FRE-QUENT USER	IMPORTANCE OF LIBRARY GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	FINDING LIBRARY BOOKS LOOK FOR SELF	LIBRAR -IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970 100.0	353 100.0	464 100.0	343 100.0	526 100.0	255 100.0	179 100.0	263 100.0	225 100.0	454 100.0	671 100.0	177 100.0	122 100.0
NUMBER CHILDREN'S BOOKS IN HOME													
NONE	46.5	32.6	33.4	65.9	57.2	35.7	29.6	33.5	40.4	55.1	43.2	44.1	68.0
1 TO 15	16.5	13.0	15.5	19.0	17.9	18.0	10.1	18.3	16.9	16.3	17.4	20.3	5.7
16 TO 34	10.9	14.4	12.9	6.7	7.6	15.3	14.0	9.1	13.3	10.4	12.4	7.9	7.4
35 TO 64	11.3	15.9	14.7	7.6	8.9	12.9	16.8	15.6	10.2	10.1	10.7	16.9	6.6
65 TO 84	2.3	3.7	3.2	.3	1.0	3.1	5.0	4.6	3.6	.4	2.4	1.1	3.3
85 TO 114	5.4	8.5	8.4		3.2	7.5	8.9	10.3	5.3	2.9	6.3	2.3	4.9
115 TO 184	1.1	2.3	1.7		.4	1.2	3.4	1.5	2.2	.4	1.2	1.7	
185 OR MORE	3.7	7.4	6.5		2.3	2.4	10.1	6.1	4.9	2.0	3.3	5.1	4.1
DON'T KNOW	2.3	2.3	3.7	.6	1.5	3.9	2.2	1.1	3.1	2.4	3.1	.6	
NUMBER OF ADULT BOOKS IN HOME													
NONE	4.4	.3	1.7	9.9	8.2			1.1	1.8	7.9	4.5	2.8	6.6
1 TO 15	14.2	6.8	8.4	23.9	18.3	13.7	3.9	5.7	11.1	20.5	11.5	18.1	23.8
16 TO 34	14.7	10.2	13.1	18.7	19.0	11.4	7.3	9.5	17.3	15.9	16.5	14.1	5.7
35 TO 64	16.8	13.6	17.2	18.7	17.1	18.0	12.3	19.8	16.4	15.0	14.5	23.2	20.5
65 TO 84	4.9	5.7	4.7	4.4	5.5	3.5	5.6	6.1	5.3	4.4	5.4	5.6	1.6
85 TO 114	12.3	16.7	13.1	8.5	8.4	16.5	18.4	17.1	14.7	8.8	13.6	11.9	5.7
115 TO 184	6.9	8.5	8.4	4.7	6.1	5.1	10.6	7.2	8.4	6.4	9.1	1.7	2.5
185 OR MORE	24.1	36.8	31.7	9.6	16.0	31.8	38.0	30.[illegible]	24.9	20.7	24.0	22.0	27.9
DON'T KNOW	1.5	1.4	1.5	1.7	1.5		3.9	2.7		.4	1.0	.6	5.7

NUMBER OF CHILDREN'S BOOKS IN HOME
NUMBER OF ADULT BOOKS IN HOME

TABLE 42

	TOTAL	COMMUNITY GROUP LEADER		LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR			
		YES	NO	VERY LIKELY	LIKELY LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970	296	674	308	172	168	305
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NUMBER CHILDREN'S BOOKS IN HOME							
NONE	46.5	37.8	50.3	34.1	30.8	55.4	62.0
1 TO 15	16.5	13.2	18.0	12.3	20.3	10.7	20.7
16 TO 34	10.9	15.9	8.8	12.0	15.7	14.9	5.6
35 TO 64	11.3	10.8	11.6	17.9	14.5	10.1	4.3
65 TO 84	2.3	5.1	1.0	4.2	2.9	1.2	.7
85 TO 114	5.4	8.8	3.9	8.4	8.7	1.8	2.6
115 TO 184	1.1	3.0	.3	1.9	1.2	.6	.7
185 OR MORE	3.7	4.7	3.3	6.5	2.9	2.4	2.3
DON'T KNOW	2.3	.7	3.0	2.6	2.9	3.0	1.3
NUMBER OF ADULT BOOKS IN HOME							
NONE	4.4	1.4	5.8		1.[illegible]	.6	12.8
1 TO 15	14.2	9.1	16.5	4.9	12.2	13.1	23.0
16 TO 34	14.7	12.5	15.7	10.4	14.0	12.5	20.3
35 TO 64	16.8	19.3	15.7	16.6	17.4	24.4	13.1
65 TO 84	4.9	6.1	4.5	6.8	8.1	3.6	2.3
85 TO 114	12.3	11.[illegible]	12.8	13.3	19.2	16.1	5.9
115 TO 184	6.9	5.4	7.6	6.8	6.4	11.9	4.3
185 OR MORE	24.1	34.1	19.7	39.0	20.9	17.9	15.7
DON'T KNOW	1.5	1.0	1.8	2.3			2.6

COMMUNITY ORGANIZATION LEADERSHIP
LIBRARY USE IN PAST YEAR

TABLE 43

	TOTAL	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL GRAD	EDUCATION: LESS THAN H.S. GRAD	FAMILY INCOME: $20M & OVER	FAMILY INCOME: $15M-$19999	FAMILY INCOME: $10M-$14999	FAMILY INCOME: UNDER $10M
WEIGHTED BASE	970	456	514	296	256	384	244	424	298	266	188	152	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
COMMUNITY ORGANIZATION LEADERSHIP													
YES	30.5	26.8	33.9	31.8	39.5	22.9	47.1	29.7	18.1	41.0	29.3	35.5	16.5
NO	69.5	73.2	66.1	68.2	60.5	77.1	52.9	70.3	81.9	59.0	70.7	64.5	83.5
LIBRARY USE IN PAST YEAR													
YES	45.5	45.6	45.3	63.9	53.1	27.6	77.5	44.3	21.1	59.8	57.4	38.2	22.9
NO	54.2	53.9	54.5	35.5	46.9	72.1	22.5	55.2	78.5	40.2	41.0	61.8	77.1
DON'T KNOW	.3	.4	.2	.7		.3		.5	.3		1.6		

COMMUNITY ORGANIZATION LEADERSHIP
LIBRARY USE IN PAST YEAR

TABLE 44

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER				OCCUPATION OF RESPONDENT				RACE		
		PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970 100.0	250 100.0	115 100.0	350 100.0	182 100.0	155 100.0	141 100.0	215 100.0	322 100.0	758 100.0	69 100.0	25 100.0
COMMUNITY ORGANIZATION LEADERSHIP												
YES	30.5	40.4	30.4	25.4	23.1	40.0	35.5	22.3	29.2	31.0	17.4	48.0
NO	69.5	59.6	69.6	74.6	76.9	60.0	64.5	77.7	70.8	69.0	82.6	52.0
LIBRARY USE IN PAST YEAR												
YES	45.5	69.6	43.5	42.6	22.0	69.7	52.5	35.3	40.4	47.9	23.2	20.0
NO	54.2	30.4	56.5	56.6	78.0	30.3	47.5	64.7	59.3	51.7	76.8	80.0
DON'T KNOW	.3			.9					.3	.4		

COMMUNITY ORGANIZATION LEADERSHIP
LIBRARY USE IN PAST YEAR

TABLE 45

		SECTION OF STATE			TYPE OF COMMUNITY			MARITAL STATUS			PARENT STATUS		
	TOTAL	NORTH -EAST	NORTH -WEST /CNTRL	SOUTH	URBAN	SUB- URBAN	RURAL	NEVER MAR- RIED	MAR- RIED	WIDOW /DVRCD /SPRTD	PRE- SCHOOL CHLDRN	SCHOOL AGE	NEI- THER
WEIGHTED BASE	970	590	167	213	520	355	95	138	681	135	158	341	554
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
COMMUNITY ORGANIZATION LEADERSHIP													
YES	30.5	30.0	27.5	34.3	31.3	29.6	29.5	29.7	31.9	24.4	38.6	42.2	24.0
NO	69.5	70.0	72.5	65.7	68.7	70.4	70.5	70.3	68.1	75.6	61.4	57.8	76.0
LIBRARY USE IN PAST YEAR													
YES	45.5	46.1	49.7	40.4	41.3	51.8	44.2	63.0	45.4	27.4	63.9	59.2	35.4
NO	54.2	53.6	50.3	59.2	58.7	47.6	54.7	35.5	54.5	72.6	36.1	40.8	64.1
DON'T KNOW	.3	.3		.5		.6	1.1	1.4	.1				.5

COMMUNITY ORGANIZATION LEADFRSHIP
LIBRARY USE IN PAST YFAR

TABLE 46

		AUDIO-VISUAL EQUIPMENT OWNERSHIP			RECORD OWNERSHIP			ADULT BOOK OWNERSHIP			NUMBER OF BOOKS USED IN 3 MONTHS		
	TOTAL	PHONO/ STEREO	MOVIE PROJEC-TOR	COLOR SLIDE PRJCTR	65 OR MORE	16 TO 64	15 OR LESS	65 OR MORE	16 TO 64	15 OR LESS	6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970 100.0	840 100.0	344 100.0	284 100.0	300 100.0	354 100.0	285 100.0	468 100.0	306 100.0	181 100.0	279 100.0	365 100.0	311 100.0
COMMUNITY ORGANIZATION LEADERSHIP													
YES	30.5	31.8	32.6	41.5	37.3	32.2	23.2	35.9	30.7	17.1	40.1	35.1	16.7
NO	69.5	68.2	67.4	58.5	62.7	67.8	76.8	64.1	69.3	82.9	59.9	64.9	83.3
LIBRARY USE IN PAST YEAR													
YES	45.5	48.8	53.5	63.4	59.3	50.0	27.7	59.6	36.9	23.2	74.2	51.2	13.8
NO	54.2	50.8	45.6	36.6	40.7	49.4	71.9	40.4	62.1	76.8	25.8	48.2	85.9
DON'T KNOW	.3	.4	.9			.6	.4		1.0			.5	.3

COMMUNITY ORGANIZATION LEADERSHIP
LIBRARY USE IN PAST YEAR

TABLE 47

		LIBRARY CARD OWNER.			FREQUENCY OF LIBRARY USE			IMPORTANCE OF LIBRARY			FINDING LIBRARY BOOKS		
	TOTAL	RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	NON-USER	MODER-ATE USER	FRE-QUENT USER	GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	LOOK FOR SELF	LIBRAR-IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970	353	464	343	526	255	179	263	225	454	671	177	122
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
COMMUNITY ORGANIZATION LEADERSHIP													
YES	30.5	43.9	34.1	20.7	22.1	37.3	47.5	39.9	35.1	24.4	30.4	29.4	32.8
NO	69.5	56.1	65.9	79.3	77.9	62.7	52.5	60.1	64.9	75.6	69.6	70.6	67.2
LIBRARY USE IN PAST YEAR													
YES	45.5	82.4	60.8	9.0		100.0	100.0	68.4	62.7	25.8	50.5	37.3	29.5
NO	54.2	17.0	38.8	90.7	100.0			31.6	36.0	74.2	49.3	61.6	70.5
DON'T KNOW	.3	.6	.4	.3					1.3		.1	1.1	

TABLE 48

COMMUNITY ORGANIZATION LEADERSHIP
LIBRARY USE IN PAST YEAR

	TOTAL	COMMUNITY GROUP LEADER		LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR			
		YES	NO	VERY LIKELY	LIKELY LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970	296	674	308	172	168	305
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
COMMUNITY ORGANIZATION LEADERSHIP							
YES	30.5	100.0		40.6	38.4	23.2	20.3
NO	69.5		100.0	59.4	61.6	76.8	79.7
LIBRARY USE IN PAST YEAR							
YES	45.5	60.8	38.7	84.4	55.8	30.4	9.8
NO	54.2	39.2	60.8	14.9	44.2	69.6	89.8
DON'T KNOW	.3		.4	.6			.3

HOW OFTEN USED IN PAST YEAR
TOOK OTHER FAMILY MEMBER TO LIBRARY

TABLE 49

	TOTAL	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL GRAD	EDUCATION: LESS THAN H.S. GRAD	FAMILY INCOME: $20M & OVER	FAMILY INCOME: $15M-$19999	FAMILY INCOME: $10M-$14999	FAMILY INCOME: UNDER $10M
WEIGHTED BASE	970	456	514	296	256	384	244	424	298	266	188	152	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USED IN PAST YEAR	45.5	45.6	45.3	63.9	53.1	27.6	77.5	44.3	21.1	59.8	57.4	38.2	22.9
HOW OFTEN USED IN PAST YEAR													
ONCE	4.0	4.2	3.9	6.1	2.3	3.4	3.7	4.0	4.4	2.6	5.9	3.3	2.9
TWICE	5.2	6.1	4.3	8.4	5.5	2.9	6.6	6.1	2.7	5.3	7.4	9.9	2.9
THREE TIMES	3.5	3.3	3.7	4.7	5.1	1.8	6.1	3.8	1.0	4.9	4.8	5.9	.6
FOUR TIMES	4.2	4.8	3.7	6.4	6.3	1.6	6.6	5.9		6.4	6.4	3.9	1.8
FIVE TIMES	2.2	2.4	1.9	2.7	3.5	1.0	2.9	2.4	1.3	2.6	5.3	.7	.6
SIX TIMES	3.7	3.5	3.9	5.4	3.5	2.6	6.1	3.3	2.3	6.0	4.8	3.9	1.8
SEVEN TIMES	.4	.2	.6	1.0	.4		.8	.5		1.1			.6
EIGHT TIMES	.6	1.1	.2	1.0		.8	.8		1.3	.8			2.4
NINE TIMES	.2	.4		.7				.5		.8			
TEN TIMES	2.3	3.3	1.4	4.7	1.2	1.3	4.9	2.1	.3	2.3	2.7	2.0	1.8
ELEVEN TIMES													
TWELVE OR MORE TIMES	18.5	14.7	21.8	22.6	24.2	11.2	38.1	15.3	6.7	26.3	19.7	8.6	7.6
DON'T KNOW	.7	1.5			1.2	1.0	.8	.5	1.0	.8	.5		
TOOK OTHER FAMILY MEMBER TO LIBRARY													
YES	20.5	16.4	24.1	25.7	34.4	7.8	28.3	22.2	11.7	29.3	28.2	17.8	2.9
NO	24.5	28.5	21.0	38.2	18.4	19.0	48.8	22.2	8.4	30.1	29.3	20.4	20.0
DON'T KNOW	.4	.7	.2		.4	.8	.4		1.0	.4			

HOW OFTEN USED IN PAST YEAR
TOOK OTHER FAMILY MEMBER TO LIBRARY

TABLE 50

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER				OCCUPATION OF RESPONDENT				RACE		
		PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970 100.0	250 100.0	115 100.0	350 100.0	182 100.0	155 100.0	141 100.0	215 100.0	322 100.0	758 100.0	69 100.0	25 100.0
LIBRARY USED IN PAST YEAR	45.5	69.6	43.5	42.6	22.0	69.7	52.5	35.3	40.4	47.9	23.2	20.0
HOW OFTEN USED IN PAST YEAR												
ONCE	4.0	4.4	2.6	5.7	1.6	5.2	3.5	5.1	4.3	3.8	5.8	
TWICE	5.2	4.8	5.2	6.6	2.7	5.8	1.4	7.4	4.3	5.7		
THREE TIMES	3.5	6.4	3.5	3.4	1.1	7.1	6.4	2.8	1.9	4.0	1.4	
FOUR TIMES	4.2	7.6	5.2	3.7	.5	9.7	5.7	4.2	.9	5.1		
FIVE TIMES	2.2	2.0	3.5	2.0	.5	1.9	5.0	1.9	1.2	2.1	2.9	
SIX TIMES	3.7	5.2	6.1	3.7	1.1	3.2	5.7	4.2	3.4	3.2	1.4	16.0
SEVEN TIMES	.4	.8				.6				.4		
EIGHT TIMES	.6	.8		.3	1.6	.6		.5	1.2	.4		
NINE TIMES	.2	.8				1.3				.3		
TEN TIMES	2.3	2.8	5.2	1.7	1.1	2.6	4.3	2.3	1.2	2.1	4.3	
ELEVEN TIMES												
TWELVE OR MORE TIMES	18.5	33.6	12.2	15.1	9.9	31.0	20.6	6.5	20.8	19.9	7.2	4.0
DON'T KNOW	.7	.4		.3	1.6	.6		.5	.9	.9		
TOOK OTHER FAMILY MEMBER TO LIBRARY												
YES	20.5	32.0	20.0	24.0	3.3	23.9	29.8	11.2	20.8	23.1	11.6	
NO	24.5	37.2	23.5	18.6	17.0	45.8	22.0	24.2	18.6	24.4	11.6	20.0
DON'T KNOW	.4	.4			1.6		.7		.9	.4		

HOW OFTEN USED IN PAST YEAR
TOOK OTHER FAMILY MEMBER TO LIBRARY

TABLE 51

	TOTAL	SECTION OF STATE: NORTH -EAST	NORTH -WEST /CNTRL	SOUTH	TYPE OF COMMUNITY: URBAN	SUB-URBAN	RURAL	MARITAL STATUS: NEVER MAR-RIED	MAR-RIED	WIDOW /DVRCD /SPRTD	PARENT STATUS: PRE-SCHOOL CHLDRN	SCHOOL AGE	NEI-THER
WEIGHTED BASE	970	590	167	213	520	355	95	138	681	135	158	341	554
	100.0	100.0	100.0	100.0	100.0	[illegible].0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USED IN PAST YEAR	45.5	46.1	49.7	40.4	41.3	51.8	44.2	63.0	45.4	27.4	63.9	59.2	35.4
HOW OFTEN USED IN PAST YEAR													
ONCE	4.0	2.5	6.6	6.1	5.8	1.7	3.2	7.2	2.9	6.7	6.3	6.2	2.3
TWICE	5.2	5.3	6.0	4.2	4.0	5.6	9.5	8.0	5.3	2.2	7.6	6.2	4.2
THREE TIMES	3.5	2.5	6.0	4.2	3.3	3.7	4.2	2.9	4.1	1.5	3.8	3.5	3.1
FOUR TIMES	4.2	4.4	4.2	3.8	4.0	5.1	2.1	4.3	4.4	3.7	6.3	4.4	3.4
FIVE TIMES	2.2	2.4	2.4	1.4	2.7	1.7	1.1	5.1	1.9	.7	3.8	3.2	1.6
SIX TIMES	3.7	3.7	4.2	3.3	3.1	5.1	2.1	5.1	3.5	3.0	5.1	4.7	3.1
SEVEN TIMES	.4	.3	.6	.5		.8	1.1	2.2	.1			.3	.5
EIGHT TIMES	.6	.5		1.4	.6	.8		1.4	.1		.6	.3	.9
NINE TIMES	.2	.3			.4				.3		1.3	.6	
TEN TIMES	2.3	2.9	2.4	.5	1.5	2.8	4.2	5.1	1.9	.7	2.5	2.1	2.2
ELEVEN TIMES													
TWELVE OR MORE TIMES	18.5	20.2	16.8	15.0	16.0	22.5	16.8	21.7	19.7	8.9	25.9	27.6	13.0
DON'T KNOW	.7	1.0	.6			2.0			1.0		.6	.3	1.1
TOOK OTHER FAMILY MEMBER TO LIBRARY													
YES	20.5	20.2	28.7	15.0	16.7	26.2	20.0	13.8	23.5	13.3	40.5	42.2	6.5
NO	24.5	25.3	21.0	25.4	24.4	24.8	24.2	49.3	21.3	14.1	23.4	16.7	28.3
DON'T KNOW	.4	.7			.2	.8			.6			.3	.5

HOW OFTEN USED IN PAST YEAR
TOOK OTHER FAMILY MEMBER TO LIBRARY

TABLE 52

	TOTAL	AUDIO-VISUAL EQUIPMENT OWNERSHIP: PHONO/ STEREO	MOVIE PROJEC -TOR	COLOR SLIDE PRJCTR	RECORD OWNERSHIP: 65 OR MORE	16 TO 64	15 OR LESS	ADULT BOOK OWNERSHIP: 65 OR MORE	16 TO 64	15 OR LESS	NUMBER OF BOOKS USED IN 3 MONTHS: 6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970 100.0	840 100.0	344 100.0	284 100.0	300 100.0	354 100.0	285 100.0	468 100.0	306 100.0	181 100.0	279 100.0	3[illegible]5 100.0	311 100.0
LIBRARY USED IN PAST YEAR	45.5	48.8	53.5	63.4	59.3	50.0	27.7	59.6	36.9	23.2	74.2	51.2	13.8
HOW OFTEN USED IN PAST YEAR													
ONCE	4.0	4.2	3.8	3.5	2.0	6.2	3.9	2.6	6.5	3.9	2.9	6.3	2.6
TWICE	5.2	5.2	7.3	6.3	5.7	4.5	5.6	5.6	3.6	7.2	6.1	7.1	2.3
THREE TIMES	3.5	3.8	3.5	6.0	4.3	4.5	1.4	4.7	3.3	1.1	5.0	5.5	
FOUR TIMES	4.2	4.4	4.1	6.0	5.3	4.5	3.2	5.1	4.2	2.2	5.7	5.8	1.3
FIVE TIMES	2.2	2.5	1.2	2.8	3.0	3.4		3.2	2.0		4.7	2.2	
SIX TIMES	3.7	4.3	4.7	5.3	5.0	3.7	2.8	4.5	2.6	3.9	3.2	6.8	.6
SEVEN TIMES	.4	.5	.6	.4	1.0	.3		.6	.3		1.4		
EIGHT TIMES	.6	.7	1.5	1.4	.3	1.1	.4	.9	.7		1.8	.3	
NINE TIMES	.2	.2	.6	.7	.7			.4			.7		
TEN TIMES	2.3	2.4	1.7	1.4	4.3	2.0	.7	3.4	1.3	1.1	3.9	2.2	1.0
ELEVEN TIMES													
TWELVE OR MORE TIMES	18.5	20.1	23.5	27.5	26.7	19.5	8.8	27.8	11.4	3.9	38.4	15.1	4.2
DON'T KNOW	.7	.5	1.2	2.1	1.0	.3	1.1	.9	1.0		.4		1.9
TOOK OTHER FAMILY MEMBER TO LIBRARY													
YES	20.5	23.3	23.5	28.2	30.0	20.3	10.9	24.8	19.0	10.5	34.4	21.1	7.4
NO	24.5	25.4	29.9	34.2	29.3	29.7	15.4	34.2	18.0	12.2	39.8	29.9	5.5
DON'T KNOW	.4	.1		1.1			1.4	.6		.6		.3	1.0

HOW OFTEN USED IN PAST YEAR
TOOK OTHER FAMILY MEMBER TO LIBRARY

TABLE 53

		LIBRARY CARD OWNER.			FREQUENCY OF LIBRARY USE			IMPORTANCE OF LIBRARY			FINDING LIBRARY BOOKS		
	TOTAL	RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	NON-USER	MODER -ATE USER	FRE-QUENT USER	GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	LOOK FOR SELF	LIBRAR -IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970	353	464	343	526	255	179	263	225	454	671	177	122
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USED IN PAST YEAR	45.5	82.4	60.8	9.0		100.0	100.0	68.4	62.7	25.8	50.5	37.3	29.5
HOW OFTEN USED IN PAST YEAR													
ONCE	4.0	3.1	5.0	2.3		15.3		4.6	2.7	4.6	3.7	6.8	1.6
TWICE	5.2	6.2	6.0	2.3		19.6		3.4	7.1	5.3	6.0	5.6	
THREE TIMES	3.5	5.4	5.2	.9		13.3		3.0	4.4	3.3	4.8	.6	.8
FOUR TIMES	4.2	7.6	6.5	.3		16.1		4.2	7.1	3.1	4.9	2.8	2.5
FIVE TIMES	2.2	3.4	2.8	.3		8.2		3.8	2.2	1.3	2.2	2.8	.8
SIX TIMES	3.7	7.9	3.9			14.1		4.6	6.7	2.0	4.8	1.1	1.6
SEVEN TIMES	.4	1.1	.6			1.6		.4	1.3		.3	1.1	
EIGHT TIMES	.6	1.7	.6			2.4		.8	1.3		.9		
NINE TIMES	.2	.6	.4			.8		.8					1.6
TEN TIMES	2.3	4.8	3.2			8.6		2.7	4.0	1.3	2.5	1.1	2.5
ELEVEN TIMES													
TWELVE OR MORE TIMES	18.5	40.2	26.1	1.7			100.0	39.9	25.8	3.5	19.4	15.3	18.0
DON'T KNOW	.7	.3	.4	1.2				.4		1.3	1.0		
TOOK OTHER FAMILY MEMBER TO LIBRARY													
YES	20.5	36.3	33.4	1.5		38.4	56.4	35.0	25.3	11.0	20.4	22.6	18.0
NO	24.5	45.9	27.4	6.7		61.2	43.6	33.1	37.3	14.1	29.5	14.7	11.5
DON'T KNOW	.4	.3		.9		.4		.4		.7	.6		

HOW OFTEN USED IN PAST YEAR
TOOK OTHER FAMILY MEMBER TO LIBRARY

TABLE 54

	TOTAL	COMMUNITY GROUP LEADER YES	COMMUNITY GROUP LEADER NO	LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR VERY LIKELY	LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970	296	674	308	172	168	305
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USED IN PAST YEAR	45.5	60.8	38.7	84.4	55.8	30.4	9.8
HOW OFTEN USED IN PAST YEAR							
ONCE	4.0	4.7	3.7	.3	4.7	8.3	4.9
TWICE	5.2	5.7	4.9	4.9	8.7	8.9	1.6
THREE TIMES	3.5	4.4	3.1	4.9	7.0	3.0	.7
FOUR TIMES	4.2	4.7	4.0	4.9	9.3	2.4	1.0
FIVE TIMES	2.2	3.4	1.6	3.6	4.7	1.2	
SIX TIMES	3.7	5.1	3.1	7.1	5.8	2.4	
SEVEN TIMES	.4	.3	.4	.6	.6	.6	
EIGHT TIMES	.6	1.4	.3	.6	2.3		
NINE TIMES	.2		.3	.6			
TEN TIMES	2.3	2.4	2.2	5.8	1.7	.6	
ELEVEN TIMES							
TWELVE OR MORE TIMES	18.5	28.7	13.9	50.6	10.5	1.8	.7
DON'T KNOW	.7		1.0	.3	.6	1.2	1.0
TOOK OTHER FAMILY MEMBER TO LIBRARY							
YES	20.5	32.8	15.1	42.2	25.0	7.7	4.3
NO	24.5	28.0	23.0	41.9	30.8	22.6	4.6
DON'T KNOW	.4		.6	.3			1.0

HOW OFTEN TOOK OTHER FAMILY MEMBER IN PAST YEAR
SELF USE WHILE THERE WITH FAMILY MEMBER

TABLE 55

		SEX		AGE			EDUCATION			FAMILY INCOME			
	TOTAL	MEN	WOMEN	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COL-LEGE	HIGH SCHOOL GRAD	LESS THAN H.S. GRAD	$20M & OVER	$15M-$19999	$10M-$14999	UNDER $10M
WEIGHTED BASE	970	456	514	296	256	384	244	424	298	266	188	152	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USED IN PAST YEAR	45.5	45.6	45.3	63.9	53.1	27.6	77.5	44.3	21.1	59.8	57.4	38.2	22.9
TOOK OTHER FAMILY MEMBER TO LIBRARY	20.5	16.4	24.1	25.7	34.4	7.8	28.3	22.2	11.7	29.3	28.2	17.8	2.9
HOW OFTEN TOOK OTHER FAMILY MEMBER IN PAST YEAR													
ONCE	2.9	2.2	3.5	4.4	2.3	2.3	2.0	3.8	2.3	3.0	2.7	2.6	1.2
TWICE	2.5	2.6	2.3	4.1	3.5	.8	3.3	2.8	1.3	3.0	4.3	4.6	
THREE TIMES	2.6	2.4	2.7	4.4	3.9	.3	4.5	2.8	.7	3.4	4.3	2.6	
FOUR TIMES	1.6	2.2	1.2	2.0	3.5	.3	1.6	2.6	.3	3.0	4.3		
FIVE TIMES	.7	.9	.6	.7	2.0		1.2	.5	.7	.8	1.6		
SIX TIMES	1.8	1.3	2.1	1.4	3.9	.3	2.9	.7	2.0	4.9		2.0	
SEVEN TIMES	.2	.4		.3	.4		.8			.8			
EIGHT TIMES	.3		.6	1.0			1.2			.8	.5		
NINE TIMES													
TEN OR MORE TIMES	6.8	2.9	10.3	6.8	14.5	2.1	9.8	7.8	3.0	7.9	10.6	4.6	1.8
DON'T KNOW	1.1	1.5	.8	.7	.4	1.8	.8	1.2	1.3	1.9		1.3	
SELF USE WHILE THERE WITH FAMILY MEMBER													
YES	14.3	11.4	16.9	18.9	26.2	3.1	20.9	17.7	4.0	21.4	22.3	9.9	.6
NO	5.6	4.6	6.4	6.8	7.8	3.4	7.0	3.8	7.0	5.6	5.9	7.9	2.4
DON'T KNOW	.6	.4	.8		.4	1.3	.4	.7	.7	2.3			

HOW OFTEN TOOK OTHER FAMILY MEMBER IN PAST YEAR
SELF USE WHILE THERE WITH FAMILY MEMBER

TABLE 56

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER				OCCUPATION OF RESPONDENT				RACE		
		PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970 100.0	250 100.0	115 100.0	350 100.0	182 100.0	155 100.0	141 100.0	215 100.0	322 100.0	758 100.0	69 100.0	25 100.0
LIBRARY USED IN PAST YEAR	45.5	69.6	43.5	42.6	22.0	69.7	52.5	35.3	40.4	47.9	23.2	20.0
TOOK OTHER FAMILY MEMBER TO LIBRARY	20.5	32.0	20.0	24.0	3.3	23.9	29.8	11.2	20.8	23.1	11.6	
HOW OFTEN TOOK OTHER FAMILY MEMBER IN PAST YEAR												
ONCE	2.9	3.2	1.7	4.9		1.3	5.7	4.2	2.8	3.6		
TWICE	2.5	4.4	4.3	2.3		3.2	6.4	.9	1.6	2.6	2.9	
THREE TIMES	2.6	4.4	4.3	2.3		3.2	3.5	1.4	.6	2.8	1.4	
FOUR TIMES	1.6	3.6	.9	1.7		6.5		.9	.6	2.1		
FIVE TIMES	.7	.8	.9	1.1		.6	.7	.9	.6	.5	2.9	
SIX TIMES	1.8	1.6	2.6	2.6		1.3	1.4	1.4	2.2	1.7	1.4	
SEVEN TIMES	.2	.4				.6			.3	.3		
EIGHT TIMES	.3	.4	.9	.3			.7		.6	.4		
NINE TIMES												
TEN OR MORE TIMES	6.8	11.6	4.3	7.7	1.6	5.8	9.9	1.4	9.3	7.7	2.9	
DON'T KNOW	1.1	1.6		1.1	1.6	1.3	1.4		2.2	1.5		
SELF USE WHILE THERE WITH FAMILY MEMBER												
YES	14.3	25.6	11.3	16.0	.5	17.4	21.3	7.9	14.0	16.4	7.2	
NO	5.6	6.0	7.8	7.4	1.6	6.5	8.5	3.3	5.6	6.1	4.3	
DON'T KNOW	.6	.4	.9	.6	1.1				1.2	.7		

HOW OFTEN TOOK OTHER FAMILY MEMBER IN PAST YEAR
SELF USE WHILE THERE WITH FAMILY MEMBER

TABLE 57

		SECTION OF STATE			TYPE OF COMMUNITY			MARITAL STATUS			PARENT STATUS		
	TOTAL	NORTH -EAST	NORTH -WEST /CNTRL	SOUTH	URBAN	SUB-URBAN	RURAL	NEVER MAR-RIED	MAR-RIED	WIDOW /DVRCD /SPRTD	PRE-SCHOOL CHLDRN	SCHOOL AGE	NEI-THER
WEIGHTED BASE	970 100.0	590 100.0	167 100.0	213 100.0	520 100.0	355 100.0	95 100.0	138 100.0	681 100.0	135 100.0	158 100.0	341 100.0	554 100.0
LIBRARY USED IN PAST YEAR	45.5	46.1	49.7	40.4	41.3	51.8	44.2	63.0	45.4	27.4	63.9	59.2	35.4
TOOK OTHER FAMILY MEMBER TO LIBRARY	20.5	20.2	28.7	15.0	16.7	26.2	20.0	13.8	23.5	13.3	40.5	42.2	6.5
HOW OFTEN TOOK OTHER FAMILY MEMBER IN PAST YEAR													
ONCE	2.9	2.0	7.8	1.4	3.7	2.5		2.9	2.5	5.2	3.8	5.6	.9
TWICE	2.5	1.0	8.4	1.9	1.7	2.8	5.3	2.9	2.3	3.0	3.2	4.7	1.1
THREE TIMES	2.6	3.2	1.8	1.4	1.5	3.9	3.2	3.6	2.8	.7	4.4	3.5	1.6
FOUR TIMES	1.6	1.5	1.8	1.9	1.3	2.3	1.1		2.3		5.1	3.8	.4
FIVE TIMES	.7	.8	1.2		.6	.8	1.1		1.0		1.9	1.8	
SIX TIMES	1.8	2.2	.6	1.4	1.0	2.8	2.1	.7	2.3		4.4	5.0	
SEVEN TIMES	.2	.3			.4			.7	.1		.6	.3	.2
EIGHT TIMES	.3	.3		.5		.8		.7	.3		.6	.6	.2
NINE TIMES													
TEN OR MORE TIMES	6.8	7.5	7.2	4.7	5.6	8.7	6.3	.7	8.4	4.4	16.5	15.2	1.3
DON'T KNOW	1.1	1.2		1.9	1.0	1.4	1.1	1.4	1.3			1.8	.9
SELF USE WHILE THERE WITH FAMILY MEMBER													
YES	14.3	13.2	22.8	10.8	11.2	18.9	14.7	8.7	16.7	8.1	32.3	31.1	3.8
NO	5.6	6.3	6.0	3.3	5.2	6.2	5.3	5.1	5.9	5.2	7.6	10.3	2.2
DON'T KNOW	.6	.7		.9	.4	1.1			.9		.6	.9	.5

HOW OFTEN TOOK OTHER FAMILY MEMBER IN PAST YEAR
SELF USE WHILE THERE WITH FAMILY MEMBER

TABLE 58

		AUDIO-VISUAL EQUIPMENT OWNERSHIP			RECORD OWNERSHIP			ADULT BOOK OWNERSHIP			NUMBER OF BOOKS USED IN 3 MONTHS		
	TOTAL	PHONO/ STEREO	MOVIE PROJEC-TOR	COLOR SLIDE PRJCTR	65 OR MORE	16 TO 64	15 OR LESS	65 OR MORE	16 TO 64	15 OR LESS	6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970 100.0	840 100.0	344 100.0	284 100.0	300 100.0	354 100.0	285 100.0	468 100.0	306 100.0	181 100.0	279 100.0	365 100.0	311 100.0
LIBRARY USED IN PAST YEAR	45.5	48.8	53.5	63.4	59.3	50.0	27.7	59.6	36.9	23.2	74.2	51.2	13.8
TOOK OTHER FAMILY MEMBER TO LIBRARY	20.5	23.3	23.5	28.2	30.0	20.3	10.9	24.8	19.0	10.5	34.4	21.1	7.4
HOW OFTEN TOOK OTHER FAMILY MEMBER IN PAST YEAR													
ONCE	2.9	3.2	3.5	3.2	2.3	3.4	2.8	1.9	4.6	2.8	4.3	3.0	1.6
TWICE	2.5	2.9	.9	3.5	3.3	3.4	.7	3.4	2.6		5.0	2.7	
THREE TIMES	2.6	3.0	3.5	3.5	6.0	1.7	.4	2.8	3.3	1.1	6.1	1.6	.6
FOUR TIMES	1.6	1.9	2.3	2.1	2.7	2.0	.4	2.4	1.3	.6	.7	3.3	.6
FIVE TIMES	.7	.8	.3	1.1	1.3	.8		.4	1.6		1.1	.5	.6
SIX TIMES	1.8	2.0	2.9	3.2	3.3	.3	2.1	1.7	.7	3.9	1.4	2.2	1.6
SEVEN TIMES	.2	.2		.7		.6		.4			.4	.3	
EIGHT TIMES	.3	.4	.6	.7	.3	.6		.6			.7	.3	
NINE TIMES													
TEN OR MORE TIMES	6.8	7.6	8.7	9.5	9.0	6.8	4.2	9.6	4.2	2.2	12.2	6.6	2.3
DON'T KNOW	1.1	1.3	.9	.7	1.7	.8	.4	1.5	.7		2.5	.5	
SELF USE WHILE THERE WITH FAMILY MEMBER													
YES	14.3	16.3	17.4	23.9	23.3	13.8	6.7	19.2	14.1	2.8	26.2	15.1	3.2
NO	5.6	6.3	5.5	4.2	5.7	5.6	4.2	4.7	4.2	7.7	7.2	5.2	4.2
DON'T KNOW	.6	.7	.6		1.0	.8		.9	.7		1.1	.8	

HOW OFTEN TOOK OTHER FAMILY MEMBER IN PAST YEAR
SELF USE WHILE THERE WITH FAMILY MEMBER

TABLE 59

		LIBRARY CARD OWNER.			FREQUENCY OF LIBRARY USE			IMPORTANCE OF LIBRARY			FINDING LIBRARY BOOKS		
	TOTAL	RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	NON-USER	MODER -ATE USER	FRE-QUENT USER	GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	LOOK FOR SELF	LIBRAR -IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970 100.0	353 100.0	464 100.0	343 100.0	526 100.0	255 100.0	179 100.0	263 100.0	225 100.0	454 100.0	671 100.0	177 100.0	122 100.0
LIBRARY USED IN PAST YEAR	45.5	82.4	60.8	9.0		100.0	100.0	68.4	62.7	25.8	50.5	37.3	29.5
TOOK OTHER FAMILY MEMBER TO LIBRARY	20.5	36.3	33.4	1.5		38.4	56.4	35.0	25.3	11.0	20.4	22.6	18.0
HOW OFTEN TOOK OTHER FAMILY MEMBER IN PAST YEAR													
ONCE	2.9	3.4	4.7	.6		9.4	2.2	3.0	1.3	3.7	2.4	6.8	
TWICE	2.5	3.4	4.7	.3		8.2	1.7	3.0	3.6	1.8	2.7	2.3	1.6
THREE TIMES	2.6	4.8	3.4	.3		6.3	5.0	3.4	4.9	1.1	2.7	2.8	1.6
FOUR TIMES	1.6	2.5	3.2	.3		5.1	1.7	2.3	2.2	1.1	1.9	.6	1.6
FIVE TIMES	.7	1.1	1.1			2.7		1.5	.9	.2	.7		1.6
SIX TIMES	1.8	3.1	3.2			3.9	3.9	3.4	.4	1.5	1.9	1.1	1.6
SEVEN TIMES	.2	.6	.4				1.1		.9			1.1	
EIGHT TIMES	.3	.6	.4			.4	1.1		.4	.4	.3	.6	
NINE TIMES													
TEN OR MORE TIMES	6.8	14.7	10.3			.8	35.8	16.0	10.2	.2	6.6	6.8	8.2
DON'T KNOW	1.1	2.0	1.7			1.6	3.9	2.3	.4	.9	1.2	.6	1.6
SELF USE WHILE THERE WITH FAMILY MEMBER													
YES	14.3	30.0	23.1	.9		22.0	46.4	27.8	21.3	4.0	13.9	14.7	16.4
NO	5.6	4.5	9.1	.6		16.5	6.7	5.7	3.6	6.8	5.7	7.9	1.6
DON'T KNOW	.6	1.7	1.3				3.4	1.5	.4	.2	.9		

HOW OFTEN TOOK OTHER FAMILY MEMBER IN PAST YEAR
SELF USE WHILE THERE WITH FAMILY MEMBER

TABLE 60

		COMMUNITY GROUP LEADER		LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR			
	TOTAL	YES	NO	VERY LIKELY	LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970 100.0	296 100.0	674 100.0	308 100.0	172 100.0	168 100.0	305 100.0
LIBRARY USED IN PAST YEAR	45.5	60.8	38.7	84.4	55.8	30.4	9.8
TOOK OTHER FAMILY MEMBER TO LIBRARY	20.5	32.8	15.1	42.2	25.0	7.7	4.3
HOW OFTEN TOOK OTHER FAMILY MEMBER IN PAST YEAR							
ONCE	2.9	3.7	2.5	2.6	5.2	1.8	2.6
TWICE	2.5	3.4	2.1	3.6	7.0	.6	
THREE TIMES	2.6	3.0	2.4	4.5	4.1	1.2	.7
FOUR TIMES	1.6	3.0	1.0	3.2	1.2	.6	1.0
FIVE TIMES	.7	1.4	.4	1.3	1.7		
SIX TIMES	1.8	2.7	1.3	3.6	1.2	2.4	
SEVEN TIMES	.2	.7		.6			
EIGHT TIMES	.3	.7	.1	.6		.6	
NINE TIMES							
TEN OR MORE TIMES	6.8	11.5	4.7	19.2	4.1		
DON'T KNOW	1.1	2.7	.4	2.9	.6	.6	
SELF USE WHILE THERE WITH FAMILY MEMBER							
YES	14.3	24.0	10.1	35.1	15.7	1.2	.7
NO	5.6	6.8	5.0	5.2	9.3	6.5	3.6
DON'T KNOW	.6	2.0		1.9			

LIBRARY PRESENCE FOR ERRAND FOR FAMILY MEMBER

TABLE 61

		SEX		AGE			EDUCATION			FAMILY INCOME			
	TOTAL	MEN	WOMEN	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COL-LEGE	HIGH SCHOOL GRAD	LESS THAN H.S. GRAD	$20M & OVER	$15M-$19999	$10M-$14999	UNDER $10M
WEIGHTED BASE	970	456	514	296	256	384	244	424	298	266	188	152	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USED IN PAST YEAR	45.5	45.6	45.3	63.9	53.1	27.6	77.5	44.3	21.1	59.8	57.4	38.2	22.9
LIBRARY PRESENCE FOR ERRAND FOR FAMILY MEMBER													
YES	9.2	7.7	10.5	9.5	16.0	4.4	15.6	8.0	5.7	11.3	12.8	7.2	2.9
NO	33.7	34.9	32.7	50.0	36.3	21.1	57.4	34.0	14.1	46.6	42.6	28.3	18.2
DON'T KNOW	2.6	3.1	2.1	4.4	.8	2.1	4.5	2.4	1.3	1.9	2.1	2.6	1.8

LIBRARY PRESENCE FOR ERRAND FOR FAMILY MEMBER

TABLE 62

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER: PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	OCCUPATION OF RESPONDENT: PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	RACE: WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970	250	115	350	182	155	141	215	322	758	69	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USED IN PAST YEAR	45.5	69.6	43.5	42.6	22.0	69.7	52.5	35.3	40.4	47.9	23.2	20.0
LIBRARY PRESENCE FOR ERRAND FOR FAMILY MEMBER												
YES	9.2	15.2	5.2	10.0	3.3	12.9	11.3	4.2	9.9	10.6	1.4	
NO	33.7	52.0	33.0	30.9	17.0	54.8	35.5	29.3	28.3	36.0	20.3	20.0
DON'T KNOW	2.6	2.4	5.2	1.7	1.6	1.9	5.7	1.9	2.2	1.3	1.4	

LIBRARY PRESENCE FOR ERRAND FOR FAMILY MEMBER

TABLE 63

		SECTION OF STATE			TYPE OF COMMUNITY			MARITAL STATUS			PARENT STATUS		
	TOTAL	NORTH -EAST	NORTH -WEST /CNTRL	SOUTH	URBAN	SUB-URBAN	RURAL	NEVER MAR-RIED	MAR-RIED	WIDOW /DVRCD /SPRTD	PRE-SCHOOL CHLDRN	SCHOOL AGE	NEI-THER
WEIGHTED BASE	970 100.0	590 100.0	167 100.0	213 100.0	520 100.0	355 100.0	95 100.0	138 100.0	681 100.0	135 100.0	158 100.0	341 100.0	554 100.0
LIBRARY USED IN PAST YEAR	45.5	46.1	49.7	40.4	41.3	51.8	44.2	63.0	45.4	27.4	63.9	59.2	35.4
LIBRARY PRESENCE FOR ERRAND FOR FAMILY MEMBER													
YES	9.2	9.7	10.2	7.0	6.5	14.1	5.3	5.8	10.7	5.9	10.8	17.9	3.8
NO	33.7	32.5	38.9	32.9	31.3	35.8	38.9	49.3	32.9	20.7	53.2	39.6	28.2
DON'T KNOW	2.6	3.9	.6	.5	3.5	2.0		8.0	1.8	.7		1.8	3.4

LIBRARY PRESENCE FOR ERRAND FOR FAMILY MEMBER

TABLE 64

		AUDIO-VISUAL EQUIPMENT OWNERSHIP			RECORD OWNERSHIP			ADULT BOOK OWNERSHIP			NUMBER OF BOOKS USED IN 3 MONTHS		
	TOTAL	PHONO/ STEREO	MOVIE PROJEC -TOR	COLOR SLIDE PRJCTR	65 OR MORE	16 TO 64	15 OR LESS	65 OR MORE	16 TO 64	15 OR LESS	6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970	840	344	284	300	354	285	468	306	181	279	365	311
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USED IN PAST YEAR	45.5	48.8	53.5	63.4	59.3	50.0	27.7	59.6	36.9	23.2	74.2	51.2	13.8
LIBRARY PRESENCE FOR ERRAND FOR FAMILY MEMBER													
YES	9.2	10.4	12.2	12.0	13.7	9.0	4.9	12.0	6.9	3.9	15.1	9.3	3.5
NO	33.7	35.8	39.2	46.5	43.7	37.0	21.1	44.0	28.1	18.2	56.3	38.9	8.7
DON'T KNOW	2.6	2.6	2.0	4.9	2.0	4.0	1.8	3.6	2.0	1.1	2.9	3.0	1.6

LIBRARY PRESENCE FOR ERRAND FOR FAMILY MEMBER

TABLE 65

	TOTAL	LIBRARY CARD OWNER. RESP/FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	FREQUENCY OF LIBRARY USE NON-USER	MODER-ATE USER	FRE-QUENT USER	IMPORTANCE OF LIBRARY GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	FINDING LIBRARY BOOKS LOOK FOR SELF	LIBRAR-IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970 100.0	353 100.0	464 100.0	343 100.0	526 100.0	255 100.0	179 100.0	263 100.0	225 100.0	454 100.0	671 100.0	177 100.0	122 100.0
LIBRARY USED IN PAST YEAR	45.5	82.4	60.8	9.0		100.0	100.0	68.4	62.7	25.8	50.5	37.3	29.5
LIBRARY PRESENCE FOR ERRAND FOR FAMILY MEMBER													
YES	9.2	15.9	14.2	.6		13.7	30.2	16.0	11.6	4.6	9.7	4.5	13.1
NO	33.7	63.2	44.2	7.6		80.8	65.4	50.2	48.9	18.1	38.0	29.1	16.4
DON'T KNOW	2.6	3.4	2.4	.9		5.5	4.5	2.3	2.2	3.1	2.8	3.4	

LIBRARY PRESENCE FOR ERRAND FOR FAMILY MEMBER

TABLE 66

	TOTAL	COMMUNITY GROUP LEADER		LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR			
		YES	NO	VERY LIKELY	LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970 100.0	296 100.0	674 100.0	308 100.0	172 100.0	168 100.0	305 100.0
LIBRARY USED IN PAST YEAR	45.5	60.8	38.7	84.4	55.8	30.4	9.8
LIBRARY PRESENCE FOR ERRAND FOR FAMILY MEMBER							
YES	9.2	13.5	7.3	19.2	9.9	6.0	1.0
NO	33.7	44.3	29.1	62.0	41.3	22.0	7.9
DON'T KNOW	2.6	3.0	2.4	3.2	4.7	2.4	1.0

HOW OFTEN USED FOR ERRAND FOR FAMILY MEMBER
SELF USE WHILE ON ERRAND FOR FAMILY MEMBER

TABLE 67

	TOTAL	SEX		AGE			EDUCATION			FAMILY INCOME			
		MEN	WOMEN	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COL-LEGE	HIGH SCHOOL GRAD	LESS THAN H.S. GRAD	$20M & OVER	$15M-$19999	$10M-$14999	UNDER $10M
WEIGHTED BASE	970 100.0	456 100.0	514 100.0	296 100.0	256 100.0	384 100.0	244 100.0	424 100.0	298 100.0	266 100.0	188 100.0	152 100.0	170 100.0
LIBRARY USED IN PAST YEAR	45.5	45.6	45.3	63.9	53.1	27.6	77.5	44.3	21.1	59.8	57.4	38.2	22.9
LIBRARY PRESENCE FOR ERRAND FOR FAMILY MEMBER	9.2	7.7	10.5	9.5	16.0	4.4	15.6	8.0	5.7	11.3	12.8	7.2	2.9
HOW OFTEN USED FOR ERRAND FOR FAMILY MEMBER													
ONCE	1.0	1.1	1.0	2.0	1.6		2.0	1.2		2.3	1.1	1.3	
TWICE	.9	1.5	.4	1.0	1.2	.8	1.6	1.2		.8	1.1	.7	
THREE TIMES	1.5	1.3	1.8	2.4	2.3	.3	2.0	1.9	.7	.8	3.7	1.3	.6
FOUR TIMES													
FIVE TIMES	1.1	1.3	1.0	2.0	2.0		2.5	.9	.3	1.9	2.7	.7	
SIX TIMES	.8	.9	.8		2.0	.8		.2	2.3	1.9		1.3	
SEVEN TIMES	.1	.2			.4		.4			.4			
EIGHT TIMES	.1		.2	.3			.4				.5		
NINE TIMES													
TEN OR MORE TIMES	3.0	1.1	4.7	1.4	6.6	2.1	5.7	2.4	1.7	3.4	3.7	2.0	1.8
DON'T KNOW	.5	.2	.8	.3		.5	.8	.2	.7				.6
SELF USE WHILE ON ERRAND FOR FAMILY MEMBER													
YES	5.5	2.9	7.8	5.4	9.4	3.1	9.4	5.7	2.0	6.4	8.5	2.6	.6
NO	3.5	4.8	2.3	3.7	6.6	1.3	5.7	2.1	3.7	4.5	4.3	4.6	1.8
DON'T KNOW	.2		.4	.3			.4	.2		.4			.6

HOW OFTEN USED FOR ERRAND FOR FAMILY MEMBER
SELF USE WHILE ON ERRAND FOR FAMILY MEMBER

TABLE 68

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER				OCCUPATION OF RESPONDENT				RACE		
		PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970 100.0	250 100.0	115 100.0	350 100.0	182 100.0	155 100.0	141 100.0	215 100.0	322 100.0	758 100.0	69 100.0	25 100.0
LIBRARY USED IN PAST YEAR	45.5	69.6	43.5	42.6	22.0	69.7	52.5	35.3	40.4	47.9	23.2	20.0
LIBRARY PRESENCE FOR ERRAND FOR FAMILY MEMBER	9.2	15.2	5.2	10.0	3.3	12.9	11.3	4.2	9.9	10.6	1.4	
HOW OFTEN USED FOR ERRAND FOR FAMILY MEMBER												
ONCE	1.0	1.6	.9	1.1		3.2	.7	.9	.6	1.2		
TWICE	.9	.4	1.7	.9	1.1	1.3	2.1		.6	1.1		
THREE TIMES	1.5	3.2		2.0		1.9	.7	.9	.6	2.0		
FOUR TIMES												
FIVE TIMES	1.1	1.6	.9	1.1		1.3	2.1	.9	.9	1.5		
SIX TIMES	.8	.4		2.0				1.4	1.6	.8		
SEVEN TIMES	.1	.4				.6				.1		
EIGHT TIMES	.1			.3			.7			.1		
NINE TIMES												
TEN OR MORE TIMES	3.0	7.2	1.7	1.7	1.6	3.9	5.0		4.3	2.3		
DON'T KNOW	.5	.4		.9	.5	.6			1.2	.5	1.4	
SELF USE WHILE ON ERRAND FOR FAMILY MEMBER												
YES	5.5	10.0	3.5	5.7	1.1	7.7	7.1	1.4	6.2	6.5		
NO	3.5	5.2	1.7	4.3	1.6	5.2	3.5	2.8	3.4	4.1		
DON'T KNOW	.2				.5		.7		.3		1.4	

HOW OFTEN USED FOR ERRAND FOR FAMILY MEMBER
SELF USE WHILE ON ERRAND FOR FAMILY MEMBER

TABLE 69

		SECTION OF STATE			TYPE OF COMMUNITY			MARITAL STATUS			PARENT STATUS		
	TOTAL	NORTH -EAST	NORTH -WEST /CNTRL	SOUTH	URBAN	SUB-URBAN	RURAL	NEVER MAR-RIED	MAR-RIED	WIDOW /DVRCD /SPRTD	PRE-SCHOOL CHLDRN	SCHOOL AGE	NEI-THER
WEIGHTED BASE	970 100.0	590 100.0	167 100.0	213 100.0	520 100.0	355 100.0	95 100.0	138 100.0	681 100.0	135 100.0	158 100.0	341 100.0	554 100.0
LIBRARY USED IN PAST YEAR	45.5	46.1	49.7	40.4	41.3	51.8	44.2	63.0	45.4	27.4	63.9	59.2	35.6
LIBRARY PRESENCE FOR ERRAND FOR FAMILY MEMBER	9.2	9.7	10.2	7.0	6.5	14.1	5.3	5.8	10.7	5.9	10.8	17.9	3.8
HOW OFTEN USED FOR ERRAND FOR FAMILY MEMBER													
ONCE	1.0	1.0	1.8	.5	1.2	1.1		.7	1.3		1.9	1.8	.4
TWICE	.9	.8	.6	1.4	1.2	.3	2.1	1.4	1.0			1.5	.7
THREE TIMES	1.5	1.9	1.8	.5	.8	2.5	2.1	2.9	1.6		1.3	2.3	.9
FOUR TIMES													
FIVE TIMES	1.1	.7	3.6	.5	.4	2.5		.7	1.3	.7	1.9	2.3	.4
SIX TIMES	.8	1.0		.9	.2	2.0			1.0	.7		2.1	.2
SEVEN TIMES	.1	.2			.2				.1		.6	.3	
EIGHT TIMES	.1	.2				.3			.1		.6	.3	
NINE TIMES													
TEN OR MORE TIMES	3.0	3.2	2.4	2.8	2.1	4.8	1.1		3.5	3.7	3.8	6.5	1.1
DON'T KNOW	.5	.7		.5	.6	.6			.6	.7	.6	.9	.2
SELF USE WHILE ON ERRAND FOR FAMILY MEMBER													
YES	5.5	5.9	4.8	4.7	3.5	9.0	3.2	2.9	6.5	3.7	4.4	11.4	2.2
NO	3.5	3.6	5.4	1.9	2.9	4.8	2.1	2.9	4.1	1.5	6.3	6.2	1.4
DON'T KNOW	.2	.2		.5	.2	.3			.1	.7		.3	.2

HOW OFTEN USED FOR ERRAND FOR FAMILY MEMBER
SELF USE WHILE ON ERRAND FOR FAMILY MEMBER

TABLE 70

		AUDIO-VISUAL EQUIPMENT OWNERSHIP			RECORD OWNERSHIP			ADULT BOOK OWNERSHIP			NUMBER OF BOOKS USED IN 3 MONTHS		
	TOTAL	PHONO/ STEREO	MOVIE PROJEC -TOR	COLOR SLIDE PRJCTR	65 OR MORE	16 TO 64	15 OR LESS	65 OR MORE	16 TO 64	15 OR LESS	6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970 100.0	840 100.0	344 100.0	284 100.0	300 100.0	354 100.0	285 100.0	468 100.0	306 100.0	181 100.0	279 100.0	365 100.0	311 100.0
LIBRARY USED IN PAST YEAR	45.5	48.8	53.5	63.4	59.3	50.0	27.7	59.6	36.9	23.2	74.2	51.2	13.8
LIBRARY PRESENCE FOR ERRAND FOR FAMILY MEMBER	9.2	10.4	12.2	12.0	13.7	9.0	4.9	12.0	6.9	3.9	15.1	9.3	3.5
HOW OFTEN USED FOR ERRAND FOR FAMILY MEMBER													
ONCE	1.0	1.2	.9	1.1	1.3	1.7		1.1	1.3	.6	1.1	1.9	
TWICE	.9	1.1	2.0	1.8	2.7	.3		1.5	.7		1.1	1.6	
THREE TIMES	1.5	1.8	2.3	1.4	4.3	.3	.4	1.9	2.0		3.2	1.1	.6
FOUR TIMES													
FIVE TIMES	1.1	1.3	1.2	2.1	1.7	1.4	.4	1.3	1.6		.7	2.2	.3
SIX TIMES	.8	1.0	1.2	.4		.6	2.1	.2	.7	2.8	.7	.8	1.0
SEVEN TIMES	.1	.1		.4		.3		.2			.4		
EIGHT TIMES	.1	.1				.3		.2			.4		
NINE TIMES													
TEN OR MORE TIMES	3.0	3.2	4.1	4.6	3.7	3.7	1.8	4.9	.7	.6	7.2	1.4	1.3
DON'T KNOW	.5	.6	.6	.4		.6	.4	.6			.4	.3	.3
SELF USE WHILE ON ERRAND FOR FAMILY MEMBER													
YES	5.5	6.1	7.8	6.7	10.0	4.2	2.1	7.9	4.6		11.1	4.4	1.3
NO	3.5	4.0	4.4	5.3	3.7	4.2	2.8	3.8	2.0	3.9	3.9	4.7	1.9
DON'T KNOW	.2	.2				.6		.2	.3			.3	.3

HOW OFTEN USED FOR ERRAND FOR FAMILY MEMBER
SELF USE WHILE ON ERRAND FOR FAMILY MEMBER

TABLE 71

		LIBRARY CARD OWNER.			FREQUENCY OF LIBRARY USE			IMPORTANCE OF LIBRARY			FINDING LIBRARY BOOKS		
	TOTAL	RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	NON-USER	MODER -ATE USER	FRE-QUENT USER	GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	LOOK FOR SELF	LIBRAR -IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970 100.0	353 100.0	464 100.0	343 100.0	526 100.0	255 100.0	179 100.0	263 100.0	225 100.0	454 100.0	671 100.0	177 100.0	122 100.0
LIBRARY USED IN PAST YEAR	45.5	82.4	60.8	9.0		100.0	100.0	68.4	62.7	25.8	50.5	37.3	29.5
LIBRARY PRESENCE FOR ERRAND FOR FAMILY MEMBER	9.7	15.9	14.2	.6		13.7	30.2	16.0	11.6	4.6	9.7	4.5	13.1
HOW OFTEN USED FOR ERRAND FOR FAMILY MEMBER													
ONCE	1.0	1.4	1.5	.3		3.9		.8	.9	1.3	1.0		2.5
TWICE	.9	1.4	1.9			1.6	2.8	1.1	1.8	.4	1.0	.6	.8
THREE TIMES	1.5	2.5	1.7	.3		3.1	3.9	2.3	2.2	.9	2.1		.8
FOUR TIMES													
FIVE TIMES	1.1	2.5	2.2			1.6	3.9	1.1	3.1	.2	1.2	1.1	.8
SIX TIMES	.8	.6	1.7			2.4	1.1	.8		1.3	1.2		
SEVEN TIMES	.1	.3	.2				.6		.4			.6	
EIGHT TIMES	.1	.3					.6			.2	.1		
NINE TIMES													
TEN OR MORE TIMES	3.0	5.7	4.7			.4	15.6	8.4	3.1		2.7	1.7	6.6
DON'T KNOW	.5	1.1	.2			.8	1.7	1.5		.2	.3	.6	1.6
SELF USE WHILE ON ERRAND FOR FAMILY MEMBER													
YES	5.5	11.6	8.2			4.7	22.9	13.3	7.6	.2	5.2	2.3	11.5
NO	3.5	4.0	6.0	.3		8.2	7.3	2.3	4.0	4.2	4.2	2.3	1.6
DON'T KNOW	.2	.3		.3		.8		.4		.2	.3		

HOW OFTEN USED FOR ERRAND FOR FAMILY MEMBER
SELF USE WHILE ON ERRAND FOR FAMILY MEMBER

TABLE 72

	TOTAL	COMMUNITY GROUP LEADER		LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR			
		YES	NO	VERY LIKELY	LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970 100.0	296 100.0	674 100.0	308 100.0	172 100.0	168 100.0	305 100.0
LIBRARY USED IN PAST YEAR	45.5	60.8	38.7	84.4	55.8	30.4	9.8
LIBRARY PRESENCE FOR ERRAND FOR FAMILY MEMBER	9.2	13.5	7.3	19.2	9.9	6.0	1.0
HOW OFTEN USED FOR ERRAND FOR FAMILY MEMBER							
ONCE	1.0	1.7	.7	.6	1.7	2.4	.3
TWICE	.9	2.0	.4	1.6	1.7	.6	
THREE TIMES	1.5	1.7	1.5	2.9	1.7	.6	.7
FOUR TIMES							
FIVE TIMES	1.1	1.7	.9	3.2	.6		
SIX TIMES	.8	.7	.9	1.0	1.2	1.8	
SEVEN TIMES	.1	.3		.3			
EIGHT TIMES	.1	.3		.3			
NINE TIMES							
TEN OR MORE TIMES	3.0	3.7	2.7	8.1	2.3		
DON'T KNOW	.5	1.4	.1	1.0	.6	.6	
SELF USE WHILE ON ERRAND FOR FAMILY MEMBER							
YES	5.5	7.4	4.6	14.0	5.8		
NO	3.5	5.7	2.5	5.2	3.5	6.0	.7
DON'T KNOW	.2	.3	.1		.6		.3

REASONS FOR LIBRARY USE

TABLE 73

	TOTAL	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL GRAD	EDUCATION: LESS THAN H.S. GRAD	FAMILY INCOME: $20M & OVER	FAMILY INCOME: $15M-$19999	FAMILY INCOME: $10M-$14999	FAMILY INCOME: UNDER $10M
WEIGHTED BASE	970	456	514	296	256	384	244	424	298	266	188	152	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USED IN PAST YEAR	45.5	45.6	45.3	63.9	53.1	27.6	77.5	44.3	21.1	59.8	57.4	38.2	22.9
REASONS FOR LIBRARY USE													
RESEARCH/REFERENCE	24.7	26.5	23.2	40.9	27.0	11.7	46.3	24.5	7.4	36.1	34.0	19.1	10.0
INFORMATION	10.4	12.5	8.6	14.9	10.9	7.6	19.3	11.3	2.0	14.3	17.0	9.2	3.5
TO BORROW OR RETURN BOOK	12.3	8.8	15.4	15.9	16.8	6.8	20.5	11.3	6.7	15.8	18.1	11.2	5.9
TO BORROW RECORDS	.5	.7	.4	.7	1.2		2.0			.8	1.1	.7	
FOR READING MATERIAL	4.0	2.0	5.8	5.4	6.3	1.3	5.7	4.7	1.7	4.1	7.4	3.9	.6
TO READ WHILE THERE	7.3	5.7	8.8	7.8	10.2	5.2	13.9	6.4	3.4	10.2	6.4	4.6	4.1
TO READ MAGAZINES OR PERIODICALS	2.1	2.6	1.6	2.7	2.0	1.8	4.5	1.4	1.0	4.1	2.7	.7	1.2
CHILDREN'S WORKSHOPS	3.9	2.4	5.3	4.4	6.6	2.1	4.5	3.1	4.7	1.5	6.9	2.0	1.8
WENT WITH SOMEONE ELSE	.4	.2	.6		1.2	.3	.4		1.0		.5	1.3	
RELAXATION OR PLEASURE	1.9	.4	3.1	2.4	2.3	1.0	3.7	1.9	.3	2.6	2.1		.6
USE XEROX MACHINE	2.6	2.6	2.5	1.7	4.3	2.1	4.1	2.4	1.7	3.0	4.3	2.0	1.8
MISCELLANEOUS	1.6	1.1	2.1	2.0	1.2	1.6	3.3	.7	1.7	2.3	1.1	1.3	.6
DON'T KNOW	2.6	2.2	2.9	3.7	3.1	1.3	4.5	3.3		2.3	3.7	3.3	1.2

REASONS FOR LIBRARY USE

TABLE 74

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER: PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	OCCUPATION OF RESPONDENT: PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	RACE: WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970 100.0	250 100.0	115 100.0	350 100.0	182 100.0	155 100.0	141 100.0	215 100.0	322 100.0	758 100.0	69 100.0	25 100.0
LIBRARY USED IN PAST YEAR	45.5	69.6	43.5	42.6	22.0	69.7	52.5	35.3	40.4	47.9	23.2	20.0
REASONS FOR LIBRARY USE												
RESEARCH/REFERENCE	24.7	44.4	20.0	21.7	7.7	43.9	27.0	21.4	18.0	26.1	17.4	16.0
INFORMATION	10.4	14.4	8.7	10.6	6.0	15.5	7.8	12.1	8.4	11.6	2.9	16.0
TO BORROW OR RETURN BOOK	12.3	20.4	13.9	11.1	4.4	21.9	17.7	6.5	10.9	13.2	7.2	4.0
TO BORROW RECORDS	.5	1.6	.9			1.3	1.4		.3	.7		
FOR READING MATERIAL	4.0	5.6	6.1	4.6	.5	3.9	4.3	2.8	5.9	5.0		
TO READ WHILE THERE	7.3	11.2	4.3	6.3	4.9	10.3	7.1	2.3	9.9	8.0	2.9	
TO READ MAGAZINES OR PERIODICALS	2.1	3.6	2.6	.6	2.7	4.5			2.5	2.1	1.4	
CHILDREN'S WORKSHOPS	3.9	5.6	.9	5.4	1.6	2.6	5.0	1.9	6.2	4.7	1.4	
WENT WITH SOMEONE ELSE	.4		.9	.9			.7		.9	.3		
RELAXATION OR PLEASURE	1.9	5.2		1.4		1.3	1.4	.5	2.8	2.0		
USE XEROX MACHINE	2.6	4.8	1.7	1.7	2.7	5.2	.7	1.4	4.0	3.0	1.4	
MISCELLANEOUS	1.6	1.6	1.7	2.3	1.1	2.6	1.4	.9	2.2	1.7	4.3	
DON'T KNOW	2.6	4.0	5.2	1.7		3.9	6.4	.9	.6	1.3	1.4	

REASONS FOR LIBRARY USE

TABLE 75

	TOTAL	SECTION OF STATE: NORTH-EAST	NORTH-WEST/CNTRL	SOUTH	TYPE OF COMMUNITY: URBAN	SUB-URBAN	RURAL	MARITAL STATUS: NEVER MAR-RIED	MAR-RIED	WIDOW/DVRCD/SPRTD	PARENT STATUS: PRE-SCHOOL CHLDRN	SCHOOL AGE	NEI-THER
WEIGHTED BASE	970	590	167	213	520	355	95	138	681	135	158	341	554
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USED IN PAST YEAR	45.5	46.1	49.7	40.4	41.3	51.8	44.2	63.0	45.4	27.4	63.9	59.2	35.4
REASONS FOR LIBRARY USE													
RESEARCH/REFERENCE	24.7	25.8	24.6	22.1	22.1	28.2	26.3	43.5	23.9	8.1	33.5	29.6	20.6
INFORMATION	10.4	10.2	14.4	8.0	10.0	12.1	6.3	9.4	11.0	8.1	13.9	11.4	9.2
TO BORROW OR RETURN BOOK	12.3	13.9	11.4	8.5	11.9	11.5	16.8	10.1	13.5	9.6	26.6	18.8	7.2
TO BORROW RECORDS	.5	.5	.6	.5	.4	.6	1.1		.6	.7	1.3	.9	
FOR READING MATERIAL	4.0	3.4	6.6	3.8	3.1	5.1	5.3	4.3	4.3	3.0	5.7	5.9	2.5
TO READ WHILE THERE	7.3	7.5	6.6	7.5	5.8	9.0	9.5	9.4	7.3	5.2	8.9	12.3	5.1
TO READ MAGAZINES OR PERIODICALS	2.1	2.2	2.4	1.4	1.7	2.3	3.2	4.3	1.8	.7	.6	.9	2.9
CHILDREN'S WORKSHOPS	3.9	3.6	4.2	4.7	2.5	5.9	4.2	1.4	4.8	1.5	12.7	7.3	1.3
WENT WITH SOMEONE ELSE	.4	.2	.6	.9	.7	.8			.6		.6	.6	.2
RELAXATION OR PLEASURE	1.9	1.2	4.2	1.9	.8	2.5	5.3	2.9	2.1		3.8	2.6	1.4
USE XEROX MACHINE	2.6	3.2	2.4	.9	2.1	3.4	2.1	2.2	3.2		1.3	3.8	2.2
MISCELLANEOUS	1.6	2.2	1.8		1.9	1.7		2.2	1.0	4.4	2.5	3.2	.9
DON'T KNOW	2.6	3.6	1.8	.5	3.8	1.1	1.1	5.8	2.2	1.5	1.3	3.5	2.3

REASONS FOR LIBRARY USE

TABLE 76

	TOTAL	AUDIO-VISUAL EQUIPMENT OWNERSHIP: PHONO/ STEREO	MOVIE PROJEC-TOR	COLOR SLIDE PRJCTR	RECORD OWNERSHIP: 65 OR MORE	16 TO 64	15 OR LESS	ADULT BOOK OWNERSHIP: 65 OR MORE	16 TO 64	15 OR LESS	NUMBER OF BOOKS USED IN 3 MONTHS: 6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970 100.0	840 100.0	344 100.0	284 100.0	300 100.0	354 100.0	285 100.0	468 100.0	306 100.0	181 100.0	279 100.0	365 100.0	311 100.0
LIBRARY USED IN PAST YEAR	45.5	48.8	53.5	63.4	59.3	50.0	27.7	59.6	36.9	23.2	74.2	51.2	13.8
REASONS FOR LIBRARY USE													
RESEARCH/REFERENCE	24.7	28.1	32.8	41.9	38.7	28.0	8.1	35.7	19.9	6.6	49.5	24.9	3.2
INFORMATION	10.4	10.8	14.0	11.3	12.0	11.3	8.8	13.2	7.8	8.3	15.8	12.9	3.2
TO BORROW OR RETURN BOOK	12.3	13.0	13.7	16.9	16.3	13.0	7.7	16.5	9.8	6.1	19.4	15.6	2.3
TO BORROW RECORDS	.5	.6	.6	1.1	1.0	.6		.9	.3		1.1	.5	
FOR READING MATERIAL	4.0	4.0	4.4	5.6	5.0	4.0	3.5	6.4	2.6	.6	6.5	5.2	.6
TO READ WHILE THERE	7.3	7.7	8.1	8.5	11.0	6.8	4.9	10.7	5.6	1.7	13.6	7.9	1.0
TO READ MAGAZINES OR PERIODICALS	2.1	2.0	1.7	4.2	4.7	1.1	.7	3.4	.7	1.1	3.6	1.9	1.0
CHILDREN'S WORKSHOPS	3.9	4.5	3.5	5.3	5.0	4.8	.7	4.1	3.6	1.7	6.8	3.0	1.9
WENT WITH SOMEONE ELSE	.4	.5		.4		.3	1.1		.3	1.7		1.1	
RELAXATION OR PLEASURE	1.9	2.1	1.7	3.2	3.0	2.0	.7	2.6	2.0		4.7	1.1	
USE XEROX MACHINE	2.6	2.5	2.6	5.3	4.0	2.3	1.4	4.1	2.0		4.3	2.5	1.3
MISCELLANEOUS	1.6	1.9	2.0	1.4	1.7	.8	2.5	1.7	.3	3.9	2.5	.5	2.3
DON'T KNOW	2.6	2.9	2.9	3.9	2.7	3.7	1.4	3.4	2.3	1.1	2.9	4.1	.6

REASONS FOR LIBRARY USE

TABLE 77

	TOTAL	LIBRARY CARD OWNER. RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	FREQUENCY OF LIBRARY USE NON-USER	MODER -ATE USER	FRE-QUENT USER	IMPORTANCE OF LIBRARY GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	FINDING LIBRARY BOOKS LOOK FOR SELF	LIBRAR -IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970	353	464	343	526	255	179	263	225	454	671	177	122
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USED IN PAST YEAR	45.5	82.4	60.8	9.0		100.0	100.0	68.4	62.7	25.8	50.5	37.3	29.5
REASONS FOR LIBRARY USE													
RESEARCH/REFERENCE	24.7	47.6	33.8	3.5		51.8	58.1	38.0	38.2	11.2	28.9	15.3	15.6
INFORMATION	10.4	20.1	13.4	2.3		24.3	21.8	16.0	16.9	4.6	11.6	7.9	7.4
TO BORROW OR RETURN BOOK	12.3	28.6	17.7	.9		19.2	39.1	21.3	17.3	5.3	12.8	9.6	13.1
TO BORROW RECORDS	.5	.8	.6	.3		.8	1.7	1.5	.4		.4	.6	.8
FOR READING MATERIAL	4.0	9.9	4.5	.3		7.5	11.2	5.3	9.3	.9	4.5	3.4	2.5
TO READ WHILE THERE	7.3	15.6	10.1	.9		9.8	25.7	14.4	10.2	2.0	7.7	5.6	7.4
TO READ MAGAZINES OR PERIODICALS	2.1	4.2	2.4	.9		2.4	7.8	3.4	3.6	.7	1.8	2.8	2.5
CHILDREN'S WORKSHOPS	3.9	7.4	4.7	.3		5.9	12.8	8.7	4.9	.9	3.1	5.6	5.7
WENT WITH SOMEONE ELSE	.4		.6	.3		1.6		.4		.7	.6		
RELAXATION OR PLEASURE	1.9	4.2	2.8			1.6	7.8	4.9	1.3	.2	1.6	1.7	3.3
USE XEROX MACHINE	2.6	4.5	2.4	1.7		4.3	6.1	2.3	4.4	2.0	3.0	1.7	1.6
MISCELLANEOUS	1.6	2.5	2.2	.6		4.7	2.2	1.9	2.2	1.3	1.0	4.0	1.6
DON'T KNOW	2.6	3.1	3.4			6.7	4.5	2.7	3.1	2.4	2.7	4.0	

REASONS FOR LIBRARY USE

TABLE 78

	TOTAL	COMMUNITY GROUP LEADER		LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR			
		YES	NO	VERY LIKELY	LIKELY LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970 100.0	296 100.0	674 100.0	308 100.0	172 100.0	168 100.0	305 100.0
LIBRARY USED IN PAST YEAR	45.5	60.8	38.7	84.4	55.8	30.4	9.8
REASONS FOR LIBRARY USE							
RESEARCH/REFERENCE	24.7	33.8	20.8	47.1	32.6	14.9	3.9
INFORMATION	10.4	14.2	8.8	18.8	14.5	7.1	1.0
TO BORROW OR RETURN BOOK	12.3	17.2	10.1	29.2	11.0	4.8	.7
TO BORROW RECORDS	.5	1.0	.3	1.3	.6		
FOR READING MATERIAL	4.0	5.7	3.3	9.1	4.7	1.8	
TO READ WHILE THERE	7.3	11.5	5.5	18.8	4.7	1.8	.7
TO READ MAGAZINES OR PERIODICALS	2.1	3.7	1.3	4.9	1.7	1.2	
CHILDREN'S WORKSHOPS	3.9	6.8	2.7	9.7	2.9		1.0
WENT WITH SOMEONE ELSE	.4		.6		1.7		
RELAXATION OR PLEASURE	1.9	2.7	1.5	4.9	1.7		
USE XEROX MACHINE	2.6	2.7	2.5	3.9	2.9	1.8	1.6
MISCELLANEOUS	1.6	3.4	.9	3.2	.6		1.6
DON'T KNOW	2.6	4.7	1.6	3.9	2.3	4.2	.7

MOST FREQUENT REASON FOR LIBRARY USE

TABLE 79

	TOTAL	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL GRAD	EDUCATION: LESS THAN H.S. GRAD	FAMILY INCOME: $20M & OVER	FAMILY INCOME: $15M-$19999	FAMILY INCOME: $10M-$14999	FAMILY INCOME: UNDER $10M
WEIGHTED BASE	970	456	514	296	256	384	244	424	298	266	188	152	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USED IN PAST YEAR	45.5	45.6	45.3	63.9	53.1	27.6	77.5	44.3	21.1	59.8	57.4	38.2	22.9
MOST FREQUENT REASON FOR LIBRARY USE.													
RESEARCH/REFERENCE	14.2	18.0	10.9	25.0	13.3	7.0	25.4	13.0	6.7	19.5	18.6	11.2	7.6
INFORMATION	3.7	5.0	2.5	5.7	3.1	2.9	8.2	2.8	1.3	6.8	2.7	3.9	1.8
TO BORROW OR RETURN BOOK	5.4	3.1	7.4	7.8	8.6	1.6	10.7	5.0	1.7	8.3	9.6	2.6	1.2
TO BORROW RECORDS	.2	.4		.3	.4		.8				.5	.7	
FOR READING MATERIAL	3.2	1.3	4.9	4.7	4.3	1.3	4.5	4.2	.7	3.8	5.9	3.9	.6
TO READ WHILE THERE	1.4	1.3	1.6	.7	2.7	1.3	2.5	1.2	1.0	2.3	.5		.6
TO READ MAGAZINES OR PERIODICALS	.4	.7	.2	.3	.4	.5	.8	.5		1.5			
CHILDREN'S WORKSHOPS	.8	.4	1.2	1.0	1.2	.5	1.6	.5	.7	.4	1.6	.7	
WENT WITH SOMEONE ELSE	.1	.2			.4		.4				.5		
RELAXATION OR PLEASURE	1.6	.4	2.7	2.0	2.0	1.0	3.3	1.7	.3	2.6	2.1		.6
USE XEROX MACHINE	.5	.4	.6		1.6	.3	.4	.5	.7	.4		1.3	1.2
MISCELLANEOUS	.3	.7		1.0			.4	.5			.5	1.3	
DON'T KNOW	13.5	13.6	13.4	15.2	15.2	11.2	18.4	14.6	8.1	14.3	14.9	12.5	9.4

MOST FREQUENT REASON FOR LIBRARY USE

TABLE 80

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER				OCCUPATION OF RESPONDENT				RACE		
		PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970 100.0	250 100.0	115 100.0	350 100.0	182 100.0	155 100.0	141 100.0	215 100.0	322 100.0	758 100.0	69 100.0	25 100.0
LIBRARY USED IN PAST YEAR	45.5	69.6	43.5	42.6	22.0	69.7	52.5	35.3	40.4	47.9	23.2	20.0
MOST FREQUENT REASON FOR LIBRARY USE												
RESEARCH/REFERENCE	14.2	23.6	8.7	12.9	6.6	27.1	14.9	15.3	6.8	15.0	8.7	16.0
INFORMATION	3.7	4.0	3.5	4.0	3.3	3.9	.7	6.0	3.7	4.1		
TO BORROW OR RETURN BOOK	5.4	9.2	7.0	5.1	1.1	9.7	9.9	.5	5.0	5.7	1.4	
TO BORROW RECORDS	.2	.4	.9			.6	.7			.3		
FOR READING MATERIAL	3.2	4.4	5.2	3.4	.5	2.6	3.5	1.4	5.3	4.0		
TO READ WHILE THERE	1.4	1.6		1.7	.5	1.9	2.1	.5	1.9	1.2	1.4	
TO READ MAGAZINES OR PERIODICALS	.4	.4	.9		1.1	1.3			.6	.5		
CHILDREN'S WORKSHOPS	.8	1.2	.9	1.1		1.3	.7		1.6	.9		
WENT WITH SOMEONE ELSE	.1		.9				.7			.1		
RELAXATION OR PLEASURE	1.6	4.8		1.1		.6	1.4	.5	2.5	1.7		
USE XEROX MACHINE	.5		1.7	.6	.5			.9	.9	.7		
MISCELLANEOUS	.3	.4		.6		.6		.9		.4		
DON'T KNOW	13.5	19.6	13.9	12.0	8.2	20.0	17.7	9.3	12.1	13.3	11.6	4.0

MOST FREQUENT REASON FOR LIBRARY USE

TABLE 81

	TOTAL	SECTION OF STATE: NORTH-EAST	NORTH-WEST/CNTRL	SOUTH	TYPE OF COMMUNITY: URBAN	SUB-URBAN	RURAL	MARITAL STATUS: NEVER MAR-RIED	MAR-RIED	WIDOW/DVRCD/SPRTD	PARENT STATUS: PRE-SCHOOL CHLDRN	SCHOOL AGE	NEI-THER
WEIGHTED BASE	970 100.0	590 100.0	167 100.0	213 100.0	520 100.0	355 100.0	95 100.0	138 100.0	681 100.0	135 100.0	158 100.0	341 100.0	554 100.0
LIBRARY USED IN PAST YEAR	45.5	46.1	49.7	40.4	41.3	51.8	44.2	63.0	45.4	27.4	63.9	59.2	35.4
MOST FREQUENT REASON FOR LIBRARY USE													
RESEARCH/REFERENCE	14.2	13.6	16.2	14.6	13.1	14.9	17.9	29.7	12.0	7.4	17.7	13.8	14.1
INFORMATION	3.7	3.2	4.8	4.2	2.5	6.5		5.8	3.4	3.0	4.4	2.9	4.2
TO BORROW OR RETURN BOOK	5.4	6.8	4.8	1.9	5.6	5.4	4.2	2.2	6.8	2.2	12.0	10.3	2.0
TO BORROW RECORDS	.2	.2	.6		.2		1.1		.1	.7	.6	.3	
FOR READING MATERIAL	3.2	2.5	6.6	2.3	2.5	3.7	5.3	2.2	3.5	3.0	5.7	4.4	2.0
TO READ WHILE THERE	1.4	1.9		1.4	1.3	2.0		2.9	1.3	.7	.6	2.6	.9
TO READ MAGAZINES OR PERIODICALS	.4	.2	.6	.9	.6	.3		.7	.3	.7		.3	.5
CHILDREN'S WORKSHOPS	.8	.8	.6	.9		2.0	1.1		1.0		3.8	1.5	
WENT WITH SOMEONE ELSE	.1		.6			.3			.1		.6		
RELAXATION OR PLEASURE	1.6	1.0	4.2	1.4	.8	2.3	4.2	2.9	1.8		2.5	2.3	1.4
USE XEROX MACHINE	.5	.5	.6	.5	.6	.6			.7			1.2	.2
MISCELLANEOUS	.3	.2	1.2			.8		1.4	.1		.6	.3	.4
DON'T KNOW	13.5	15.3	9.0	12.2	14.2	13.2	10.5	15.2	14.1	9.6	15.2	19.4	9.7

MOST FREQUENT REASON FOR LIBRARY USE

TABLE 82

		AUDIO-VISUAL EQUIPMENT OWNERSHIP			RECORD OWNERSHIP			ADULT BOOK OWNERSHIP			NUMBER OF BOOKS USED IN 3 MONTHS		
	TOTAL	PHONO/ STEREO	MOVIE PROJEC -TOR	COLOR SLIDE PRJCTR	65 OR MORE	16 TO 64	15 OR LESS	65 OR MORE	16 TO 64	15 OR LESS	6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970	840	344	284	300	354	285	468	306	181	279	365	311
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USED IN PAST YEAR	45.5	48.8	53.5	63.4	59.3	50.0	27.7	59.6	36.9	23.2	74.2	51.7	13.8
MOST FREQUENT REASON FOR LIBRARY USE													
RESEARCH/REFERENCE	14.2	16.1	19.5	23.9	20.3	17.2	4.9	20.7	11.4	3.3	27.6	14.5	2.6
INFORMATION	3.7	3.8	6.1	4.2	4.3	3.4	3.9	4.5	2.6	3.9	5.7	3.0	2.9
TO BORROW OR RETURN BOOK	5.4	6.2	6.1	8.8	8.3	6.5	1.4	8.5	3.3	.6	8.6	6.8	.6
TO BORROW RECORDS	.2	.2	.3	.4	.3	.3		.4			.7		
FOR READING MATERIAL	3.2	3.2	2.6	4.2	3.7	3.4	2.8	5.1	2.0	.6	5.4	4.4	
TO READ WHILE THERE	1.4	1.3	.3	1.1	1.0	2.0	1.4	1.9	.7	1.1	2.9	1.4	.3
TO READ MAGAZINES OR PERIODICALS	.4	.5		.4	1.0	.3		.9			.7	.5	
CHILDREN'S WORKSHOPS	.8	1.0	.3	1.1	.3	1.4		.6	1.0		1.1	.8	
WENT WITH SOMEONE ELSE	.1	.1		.4		.3			.3			.3	
RELAXATION OR PLEASURE	1.6	1.9	1.5	3.2	3.0	1.4	.7	2.4	1.6		4.3	.8	
USE XEROX MACHINE	.5	.5	.9		1.0	.3	.4	.6	.7		.4	1.1	
MISCELLANEOUS	.3	.4	.9		.3		.7	.2		1.1	.7	.3	
DON'T KNOW	13.5	13.7	15.1	15.8	15.7	13.6	11.6	13.7	13.4	12.7	16.1	17.3	7.4

MOST FREQUENT REASON FOR LIBRARY USE

TABLE 83

	TOTAL	LIBRARY CARD OWNER. RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	FREQUENCY OF LIBRARY USE NON-USER	MODER-ATE USER	FRE-QUENT USER	IMPORTANCE OF LIBRARY GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	FINDING LIBRARY BOOKS LOOK FOR SELF	LIBRAR-IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970	353	464	343	526	255	179	263	225	454	671	177	122
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY USED IN PAST YEAR	45.5	82.4	60.8	9.0		100.0	100.0	68.4	62.7	25.8	50.5	37.3	29.5
MOST FREQUENT REASON FOR LIBRARY USE													
RESEARCH/REFERENCE	14.2	25.5	18.8	1.5		34.9	25.1	20.2	24.9	5.9	17.4	8.5	4.9
INFORMATION	3.7	5.7	4.3	1.5		9.4	6.7	6.5	4.4	2.0	4.3	1.7	3.3
TO BORROW OR RETURN BOOK	5.4	14.2	9.3			6.7	19.6	9.5	7.6	2.2	5.8	4.5	4.1
TO BORROW RECORDS	.2	.3	.2	.3		.4	.6	.8			.3		
FOR READING MATERIAL	3.2	7.9	3.9	.3		5.9	8.9	4.2	7.6	.7	3.9	1.7	1.6
TO READ WHILE THERE	1.4	3.7	1.9			.8	6.7	3.0	1.8	.4	1.5	1.7	.8
TO READ MAGAZINES OR PERIODICALS	.4	1.1	.9			.8	1.1	.8	.9		.4		.8
CHILDREN'S WORKSHOPS	.8	2.0	.9	.3		1.2	2.8	1.1	1.8	.2	.6	1.1	1.6
WENT WITH SOMEONE ELSE	.1		.2			.4		.4			.1		
RELAXATION OR PLEASURE	1.6	4.0	2.4			1.6	6.7	4.6	.9	.2	1.5	1.1	3.3
USE XEROX MACHINE	.5	.3	.2	.9		1.6	.6	.4	.4	.7	.6	.6	
MISCELLANEOUS	.3	.3	.2	.6		1.2			1.3		.3	.6	
DON'T KNOW	13.5	17.6	17.7	3.8		35.3	21.2	17.1	11.1	13.4	13.7	15.8	9.0

MOST FREQUENT REASON FOR LIBRARY USE

TABLE 54

	TOTAL	COMMUNITY GROUP LEADER		LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR			
		YES	NO	VERY LIKELY	LIKELY LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970 100.0	296 100.0	674 100.0	308 100.0	172 100.0	168 100.0	305 100.0
LIBRARY USED IN PAST YEAR	45.5	60.8	38.7	84.4	55.8	30.4	9.8
MOST FREQUENT REASON FOR LIBRARY USE							
RESEARCH/REFERENCE	14.2	16.9	13.1	25.3	21.5	9.5	2.3
INFORMATION	3.7	4.7	3.3	6.2	3.5	4.2	1.0
TO BORROW OR RETURN BOOK	5.4	9.5	3.6	12.3	5.8	2.4	
TO BORROW RECORDS	.2	.3	.1	.6			
FOR READING MATERIAL	3.2	4.1	2.8	7.1	4.7	.6	
TO READ WHILE THERE	1.4	1.7	1.3	4.5			
TO READ MAGAZINES OR PERIODICALS	.4	1.0	.1	1.3			
CHILDREN'S WORKSHOPS	.8	2.0	.3	2.6			
WENT WITH SOMEONE ELSE	.1		.1		.6		
RELAXATION OR PLEASURE	1.6	2.7	1.2	4.2	1.7		
USE XEROX MACHINE	.5	.3	.6	.6	.6		.7
MISCELLANEOUS	.3	1.0		1.0			
DON'T KNOW	13.5	16.6	12.2	18.5	17.4	13.7	5.9

LIKELIHOOD OF USE IN NEXT YEAR

TABLE 85

		SEX		AGE			EDUCATION			FAMILY INCOME			
	TOTAL	MEN	WOMEN	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COL-LEGE	HIGH SCHOOL GRAD	LESS THAN H.S. GRAD	$20M & OVER	$15M-$19999	$10M-$14999	UNDER $10M
WEIGHTED BASE	970	456	514	296	256	384	244	424	298	266	188	152	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD OF USE IN NEXT YEAR													
VERY LIKELY	31.8	30.5	32.9	41.6	36.7	21.4	57.8	27.4	16.8	41.7	37.8	26.3	15.9
FAIRLY LIKELY	17.7	17.1	18.3	19.3	19.9	16.4	17.2	21.0	13.8	16.5	18.6	20.4	17.1
NOT TOO LIKELY	17.3	19.3	15.6	19.3	14.8	15.9	15.6	21.5	12.8	22.9	14.9	10.5	18.2
NOT AT ALL LIKELY	31.4	30.9	31.9	17.6	28.5	43.8	8.6	27.8	55.0	18.8	26.6	42.1	44.7
DON'T KNOW	1.8	2.2	1.4	2.4		2.6	.8	2.4	1.7		2.1	.7	4.1

LIKELIHOOD OF USE IN NEXT YEAR

TABLE 86

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER				OCCUPATION OF RESPONDENT				RACE		
		PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970	250	115	350	182	155	141	215	322	758	69	25
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD OF USE IN NEXT YEAR												
VERY LIKELY	31.8	48.8	27.8	30.9	15.9	48.4	34.8	27.4	28.9	33.2	24.6	16.0
FAIRLY LIKELY	17.7	16.4	21.7	18.9	19.2	14.8	22.0	16.7	16.5	17.0	23.2	20.0
NOT TOO LIKELY	17.3	15.6	17.4	14.0	19.2	17.4	17.7	15.8	13.4	16.4	17.4	32.0
NOT AT ALL LIKELY	31.4	18.0	33.0	35.4	40.7	17.4	25.5	38.1	38.8	31.7	34.8	20.0
DON'T KNOW	1.8	1.2		.9	4.9	1.9		1.9	2.5	1.7		12.0

LIKELIHOOD OF USE IN NEXT YEAR

TABLE 87

		SECTION OF STATE			TYPE OF COMMUNITY			MARITAL STATUS			PARENT STATUS		
	TOTAL	NORTH -EAST	NORTH -WEST /CNTRL	SOUTH	URBAN	SUB- URBAN	RURAL	NEVER MAR- RIED	MAR- RIED	WIDOW /DVRCD /SPRTD	PRE- SCHOOL CHLDRN	SCHOOL AGE	NEI- THER
WEIGHTED BASE	970	590	167	213	520	355	95	138	681	135	158	341	554
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELIHOOD OF USE IN NEXT YEAR													
VERY LIKELY	31.8	[illegible]	38.3	24.4	26.5	37.7	37.9	39.1	32.6	20.7	45.6	41.6	24.9
FAIRLY LIKELY	17.7	17.8	15.6	19.2	20.4	15.8	10.5	14.5	18.9	14.1	17.7	20.8	16.4
NOT TOO LIKELY	17.3	14.4	17.4	25.4	16.3	17.7	21.1	23.2	16.6	15.6	16.5	13.2	19.1
NOT AT ALL LIKELY	31.4	33.2	28.1	29.1	34.4	28.5	26.3	22.5	29.8	48.1	17.1	24.3	37.4
DON'T KNOW	1.8	2.0	.6	1.9	2.3	.3	4.2	.7	2.1	1.5	3.2		2.2

LIKELIHOOD OF USE IN NEXT YEAR

TABLE 88

	TOTAL	AUDIO-VISUAL EQUIPMENT OWNERSHIP: PHONO/ STEREO	AUDIO-VISUAL EQUIPMENT OWNERSHIP: MOVIE PROJEC-TOR	AUDIO-VISUAL EQUIPMENT OWNERSHIP: COLOR SLIDE PRJCTR	RECORD OWNERSHIP: 65 OR MORE	RECORD OWNERSHIP: 16 TO 64	RECORD OWNERSHIP: 15 OR LESS	ADULT BOOK OWNERSHIP: 65 OR MORE	ADULT BOOK OWNERSHIP: 16 TO 64	ADULT BOOK OWNERSHIP: 15 OR LESS	NUMBER OF BOOKS USED IN 3 MONTHS: 6 OR MORE	NUMBER OF BOOKS USED IN 3 MONTHS: 1 TO 5	NUMBER OF BOOKS USED IN 3 MONTHS: NONE
WEIGHTED BASE	970 100.0	840 100.0	344 100.0	284 100.0	300 100.0	354 100.0	285 100.0	468 100.0	306 100.0	181 100.0	279 100.0	365 100.0	311 100.0
LIKELIHOOD OF USE IN NEXT YEAR													
VERY LIKELY	31.8	34.6	39.8	41.2	40.7	37.0	17.2	43.4	27.1	8.3	50.2	35.3	11.3
FAIRLY LIKELY	17.7	18.5	18.9	22.5	18.3	19.5	15.8	20.1	17.6	13.3	23.3	20.8	9.6
NOT TOO LIKELY	17.3	16.4	18.0	17.6	16.7	17.2	19.3	17.7	20.3	12.7	13.6	18.9	17.7
NOT AT ALL LIKELY	31.4	29.3	22.1	18.3	22.3	25.7	44.6	18.4	33.3	60.2	12.9	22.7	58.8
DON'T KNOW	1.8	1.2	1.2	.4	2.0	.6	3.2	.4	1.6	5.5		2.2	2.6

LIKELIHOOD OF USE IN NEXT YEAR

TABLE 89

		LIBRARY CARD OWNER.			FREQUENCY OF LIBRARY USE			IMPORTANCE OF LIBRARY			FINDING LIBRARY BOOKS		
	TOTAL	RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	NON-USER	MODER -ATE USER	FRE-QUENT USER	GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	LOOK FOR SELF	LIBRAR -IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970 100.0	353 100.0	464 100.0	343 100.0	526 100.0	255 100.0	179 100.0	263 100.0	225 100.0	454 100.0	671 100.0	177 100.0	122 100.0
LIKELIHOOD OF USE IN NEXT YEAR													
VERY LIKELY	31.8	56.4	39.2	14.0	8.7	40.4	87.2	59.3	48.0	9.3	33.8	27.7	26.2
FAIRLY LIKELY	17.7	24.4	21.1	8.7	14.4	30.2	10.1	21.7	23.1	13.7	17.7	22.6	10.7
NOT TOO LIKELY	17.3	13.0	16.2	19.0	22.2	18.0	1.7	8.0	15.1	22.7	18.3	14.1	16.4
NOT AT ALL LIKELY	31.4	5.7	22.4	55.1	52.1	9.8	1.1	11.0	11.1	52.0	27.7	35.0	46.7
DON'T KNOW	1.8	.6	1.1	3.2	2.5	1.6			2.7	2.4	2.4	.6	

LIKELIHOOD OF USE IN NEXT YEAR

TABLE 90

	TOTAL	COMMUNITY GROUP LEADER		LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR			
		YES	NO	VERY LIKELY	LIKELY LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970 100.0	296 100.0	674 100.0	308 100.0	172 100.0	168 100.0	305 100.0
LIKELIHOOD OF USE IN NEXT YEAR							
VERY LIKELY	31.8	42.7	27.2	100.0			
FAIRLY LIKELY	17.7	22.3	15.7		100.0		
NOT TOO LIKELY	17.3	13.2	19.1			100.0	
NOT AT ALL LIKELY	31.4	20.9	36.1				100.0
DON'T KNOW	1.8	1.4	1.9				

LIKELY REASON FOR USE

TABLE 91

	TOTAL	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL GRAD	EDUCATION: LESS THAN H.S. GRAD	FAMILY INCOME: $20M & OVER	FAMILY INCOME: $15M-$19999	FAMILY INCOME: $10M-$14999	FAMILY INCOME: UNDER $10M
WEIGHTED BASE	970	456	514	296	256	384	244	424	298	266	188	152	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELY REASONS FOR USE													
TAKE CHILDREN TO LIBRARY	7.5	5.3	9.5	6.1	13.3	4.7	7.0	8.0	7.0	7.5	10.1	7.2	5.9
GET BOOKS FOR CHILDREN	3.2	1.5	4.7	4.4	4.3	1.8	3.3	5.2	.3	1.1	8.0	2.6	.6
CHILDREN'S PROGRAMS	.6		1.2	1.0	1.2		.8	.5	.7	.4		2.0	
INFORMATION	12.5	15.1	10.1	11.5	12.1	11.2	11.5	11.3	14.8	13.2	9.0	12.5	7.1
RESEARCH/REFERENCE MATERIAL	35.7	43.6	28.6	48.3	33.2	29.9	54.9	38.7	16.1	48.1	35.6	34.2	24.1
FOR READING PURPOSES	12.3	9.4	14.8	9.5	12.1	15.1	14.8	13.2	9.1	12.0	12.8	14.5	10.0
TO LOOK FOR BOOKS (GENERAL)	12.5	7.0	17.3	12.8	15.6	8.9	13.9	13.7	9.1	12.4	14.4	19.7	3.5
FOR BEST SELLERS	3.6	3.3	3.9	6.4	2.7	2.1	6.6	3.1	2.0	4.1	5.9	3.3	1.2
ALL OTHER TYPES OF BOOKS	.8	.7	1.0	.7	.4	1.3	1.2	.7	.7	1.1	1.1		.6
RECORDS	.8	1.3	.4	1.0	1.2	.3	2.9	.2		1.5	1.1	.7	
LECTURES	.1	.2				.3	.4						
MUSIC	.4	.7	.2	1.0			.4		1.0	1.1			.6
MAGAZINES/PERIODICALS	1.2	.9	1.6	.3	.4	.8	1.6	.5	2.0	1.1	.5		1.2
PERSONAL ENJOYMENT	1.8	.4	2.9	2.0	1.6	1.8	.8	2.4	1.7	4.1	1.1	.7	
WOULD NOT GO	11.6	10.7	12.5	3.7	7.4	20.8	3.7	6.8	24.8	4.5	3.2	9.2	34.1
MISCELLANEOUS	2.3	1.8	2.7	3.0	1.6	2.1	3.3	2.1	1.7	3.4	3.7	2.6	
DON'T KNOW	9.5	10.1	8.9	5.7	11.7	10.9	2.0	9.9	15.1	4.9	10.1	7.9	15.3

LIKELY REASON FOR USE

TABLE 92

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER				OCCUPATION OF RESPONDENT				RACE		
		PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970 100.0	250 100.0	115 100.0	350 100.0	182 100.0	155 100.0	141 100.0	215 100.0	322 100.0	758 100.0	69 100.0	25 100.0
LIKELY REASONS FOR USE												
TAKE CHILDREN TO LIBRARY	7.5	10.4	12.2	6.6	4.4	9.0	11.3	5.1	6.8	8.0	4.3	
GET BOOKS FOR CHILDREN	3.2	4.8	1.7	4.0		3.9	1.4	.9	5.9	3.7		
CHILDREN'S PROGRAMS	.6	1.2		.3			1.4		1.2	.3		
INFORMATION	12.5	12.4	9.6	14.6	6.6	10.3	8.5	19.1	8.4	11.3	29.0	8.0
RESEARCH/REFERENCE MATERIAL	35.7	48.8	43.5	31.4	22.0	54.8	39.0	35.3	28.9	35.2	29.0	40.0
FOR READING PURPOSES	12.3	12.8	11.3	10.0	17.6	11.0	15.6	10.2	14.3	13.6	7.2	
TO LOOK FOR BOOKS (GENERAL)	12.5	11.6	12.2	14.3	7.7	10.3	13.5	8.4	12.7	12.5	13.0	4.0
FOR BEST SELLERS	3.6	5.2	5.2	3.1	2.7	7.1	6.4	2.8	1.9	3.8	5.8	
ALL OTHER TYPES OF BOOKS	.8	.4		.9	2.2	.6	1.4	.9	.9	1.1		
RECORDS	.8	2.0	1.7	.3		3.2	1.4	.5		.8	1.4	
LECTURES	.1				.5				.3			
MUSIC	.4				.5	1.9			.3	.4	1.4	
MAGAZINES/PERIODICALS	1.2	.8		.3	1.6	1.3	.7		.9	1.6		
PERSONAL ENJOYMENT	1.8	1.6	1.7	2.6	1.1	.6	2.1		3.1	1.8		
WOULD NOT GO	11.6	4.0	10.4	10.0	28.0	3.9	5.7	9.8	22.4	11.2	21.7	4.0
MISCELLANEOUS	2.3	3.6		2.9	1.6	3.9	.7	3.7	1.6	2.6		
DON'T KNOW	9.5	3.6	6.1	10.6	14.8	3.9	5.7	11.6	8.1	9.4		44.0

LIKELY REASON FOR USE

TABLE 93

	TOTAL	SECTION OF STATE: NORTH -EAST	NORTH -WEST /CNTRL	SOUTH	TYPE OF COMMUNITY: URBAN	SUB-URBAN	RURAL	MARITAL STATUS: NEVER MAR-RIED	MAR-RIED	WIDOW /DVRCD /SPRTD	PARENT STATUS: PRE-SCHOOL CHLDRN	SCHOOL AGE	NEI-THER
WEIGHTED BASE	970	590	167	213	520	355	95	138	681	135	158	341	554
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIKELY REASONS FOR USE													
TAKE CHILDREN TO LIBRARY	7.5	5.4	14.4	8.0	6.7	9.9	3.2	2.9	8.8	6.7	12.0	15.8	2.0
GET BOOKS FOR CHILDREN	3.2	2.9	2.4	4.7	2.5	3.7	5.3		4.4		11.4	5.0	.7
CHILDREN'S PROGRAMS	.6	.5	.6	.9	.2	.6	3.2		.9		3.8	.9	
INFORMATION	12.5	12.2	11.4	14.1	13.3	12.4	8.4	10.1	12.8	12.6	10.1	10.6	13.9
RESEARCH/REFERENCE MATERIAL	35.7	33.7	43.1	35.2	32.1	41.7	32.6	52.9	33.6	28.9	32.3	34.6	37.7
FOR READING PURPOSES	12.3	12.4	11.4	12.7	11.0	13.5	14.7	9.4	14.0	6.7	12.0	11.1	12.8
TO LOOK FOR BOOKS (GENERAL)	12.5	15.4	6.6	8.9	15.6	8.7	9.5	10.9	13.7	8.9	20.9	19.4	8.1
FOR BEST SELLERS	3.6	4.4	1.8	2.8	3.8	3.9	1.1	8.7	3.1	1.5	3.2	2.9	4.0
ALL OTHER TYPES OF BOOKS	.8	1.0	.6	.5	.8	.8	1.1	1.4	.6	1.5			1.4
RECORDS	.8	1.0	1.2		.8	.8	1.1	1.4	.6	1.5	.6	1.2	.5
LECTURES	.1	.2				.3		.7					.2
MUSIC	.4	.7			.8			2.2		.7			.7
MAGAZINES/PERIODICALS	1.2	.8	.6	2.8		3.4		.7	.6	5.2		.9	1.6
PERSONAL ENJOYMENT	1.8	1.0	3.6	2.3	.4	2.0	8.4	1.4	1.3	4.4	3.8	.9	1.8
WOULD NOT GO	11.6	11.9	11.4	11.3	12.9	9.0	14.7	2.9	10.3	26.7	5.1	7.6	14.4
MISCELLANEOUS	2.3	3.4	1.2		3.1	1.4	1.1	1.4	2.9		4.4	2.9	2.0
DON'T KNOW	9.5	9.3	4.2	14.1	9.4	9.3	10.5	3.6	10.7	8.9	6.3	10.0	9.6

LIKELY REASON FOR USE

TABLE 94

	TOTAL	AUDIO-VISUAL EQUIPMENT OWNERSHIP: PHONO/ STEREO	MOVIE PROJEC-TOR	COLOR SLIDE PRJCTR	RECORD OWNERSHIP: 65 OR MORE	16 TO 64	15 OR LESS	ADULT BOOK OWNERSHIP: 65 OR MORE	16 TO 64	15 OR LESS	NUMBER OF BOOKS USED IN 3 MONTHS: 6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970 100.0	840 100.0	344 100.0	284 100.0	300 100.0	354 100.0	285 100.0	468 100.0	306 100.0	181 100.0	279 100.0	365 100.0	311 100.0
LIKELY REASONS FOR USE													
TAKE CHILDREN TO LIBRARY	7.5	8.6	9.0	7.4	8.3	10.2	4.2	7.3	9.8	3.3	7.5	8.5	6.4
GET BOOKS FOR CHILDREN	3.2	3.7	3.8	4.2	4.0	5.1	.4	2.1	5.6	2.2	3.2	5.8	.3
CHILDREN'S PROGRAMS	.6	.7	.9	.7	.7	.6		.9		1.1	1.4	.5	
INFORMATION	12.5	13.5	14.5	12.7	14.7	13.6	9.1	10.9	16.0	11.6	10.8	14.8	11.6
RESEARCH/REFERENCE MATERIAL	35.7	37.5	41.6	45.8	44.0	38.4	25.3	45.1	32.4	18.8	50.2	39.2	17.7
FOR READING PURPOSES	12.3	11.7	11.6	11.6	10.0	12.4	15.1	12.8	11.8	11.6	12.2	14.5	9.6
TO LOOK FOR BOOKS (GENERAL)	12.5	12.6	13.7	15.8	16.0	12.1	9.1	15.6	9.2	9.9	13.3	14.2	9.6
FOR BEST SELLERS	3.6	3.9	3.8	3.9	4.3	4.5	2.1	5.6	2.6	.6	6.1	4.4	.6
ALL OTHER TYPES OF BOOKS	.8	.6	.9	1.4	1.7		1.1	1.1	1.0		1.1	.8	.6
RECORDS	.8	1.0	.3	2.1	1.3	.8	.4	1.7			1.4	.3	.6
LECTURES	.1						.4	.2					.3
MUSIC	.4	.5	.9	1.1		1.1		.2				.8	.3
MAGAZINES/PERIODICALS	1.2	1.2	.9	1.4	1.3	2.3		1.3	2.0		1.1		2.9
PERSONAL ENJOYMENT	1.8	2.0	1.5	2.1	2.0	2.5	.7	2.6	1.6		2.2	1.1	2.3
WOULD NOT GO	11.6	9.9	5.8	4.9	4.7	3.7	24.6	4.7	9.2	31.5	4.3	3.3	28.0
MISCELLANEOUS	2.3	2.6	1.7	2.5	4.3	1.7		2.6	3.3		3.6	1.4	2.3
DON'T KNOW	9.5	8.3	7.6	5.3	5.3	9.9	14.4	5.1	13.1	15.5	3.9	9.3	15.1

LIKELY REASON FOR USE

TABLE 95

	TOTAL	LIBRARY CARD OWNER. RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	FREQUENCY OF LIBRARY USE NON-USER	MODER -ATE USER	FRE- QUENT USER	IMPORTANCE OF LIBRARY GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	FINDING LIBRARY BOOKS LOOK FOR SELF	LIBRAR -IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970 100.0	353 100.0	464 100.0	343 100.0	526 100.0	255 100.0	179 100.0	263 100.0	225 100.0	454 100.0	671 100.0	177 100.0	122 100.0
LIKELY REASONS FOR USE													
TAKE CHILDREN TO LIBRARY	7.5	7.1	9.7	4.1	4.9	9.0	13.4	8.0	12.0	5.3	7.3	11.3	3.3
GET BOOKS FOR CHILDREN	3.2	5.4	3.7	1.5	1.1	4.7	7.3	4.6	4.9	1.8	3.0	5.1	1.6
CHILDREN'S PROGRAMS	.6	1.1	.4	.6	.4	.4	1.7	1.1	.4	.4	.9		
INFORMATION	12.5	10.2	13.8	12.5	14.8	9.4	9.5	14.4	10.2	13.2	12.4	14.7	9.8
RESEARCH/REFERENCE MATERIAL	35.7	46.7	37.7	25.7	24.1	51.8	44.7	45.2	52.0	23.1	39.2	31.6	22.1
FOR READING PURPOSES	12.3	17.8	14.0	8.7	9.1	13.3	20.7	15.2	11.1	11.9	14.9	5.1	8.2
TO LOOK FOR BOOKS (GENERAL)	12.5	19.0	15.5	8.2	10.1	13.3	19.0	14.8	12.4	11.5	14.9	7.3	6.6
FOR BEST SELLERS	3.6	6.5	3.9	.9	2.1	5.1	6.1	2.7	5.3	3.5	3.9	2.3	4.1
ALL OTHER TYPES OF BOOKS	.8	.8	.2	1.5	.6	.8	1.7	.8		1.3	1.0	.6	
RECORDS	.8	1.4	1.3	.3	.4	.8	2.2	1.5	1.3	.2	1.2		
LECTURES	.1			.3	.2					.2	.1		
MUSIC	.4	.3	.6		.6	.4		.4		.7	.1	1.7	
MAGAZINES/PERIODICALS	1.2	1.1	1.9	.6	1.1	1.2	1.7	2.7	.4	.9	.6	1.1	4.9
PERSONAL ENJOYMENT	1.8	2.3	1.9	1.5	1.9	.4	3.4	4.2	2.7		1.9	1.7	.8
WOULD NOT GO	11.6	2.8	4.7	24.2	20.2	2.7		1.5	3.1	19.4	5.7	20.9	31.1
MISCELLANEOUS	2.3	3.4	3.0	1.5	1.7	1.2	5.6	1.5	6.2	.9	2.2	3.4	.8
DON'T KNOW	9.5	2.5	6.6	13.7	14.8	5.1		4.9	2.2	15.0	8.5	6.2	19.7

LIKELY REASON FOR USE

TABLE 96

	TOTAL	COMMUNITY GROUP LEADER: YES	COMMUNITY GROUP LEADER: NO	LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR: VERY LIKELY	LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970 100.0	296 100.0	674 100.0	308 100.0	172 100.0	168 100.0	305 100.0
LIKELY REASONS FOR USE							
TAKE CHILDREN TO LIBRARY	7.5	6.4	8.0	10.4	12.2	4.2	4.3
GET BOOKS FOR CHILDREN	3.2	4.7	2.5	6.5	1.7	1.2	1.3
CHILDREN'S PROGRAMS	.6	1.4	.3	1.6	.6		
INFORMATION	12.5	11.8	12.8	12.3	16.9	11.9	10.2
RESEARCH/REFERENCE MATERIAL	35.7	47.0	30.7	45.5	50.0	41.1	15.7
FOR READING PURPOSES	12.3	10.8	12.9	19.2	12.2	9.5	6.9
TO LOOK FOR BOOKS (GENERAL)	12.5	17.2	10.4	15.3	15.7	10.7	9.5
FOR BEST SELLERS	3.6	5.7	2.7	5.5	4.7	2.4	2.0
ALL OTHER TYPES OF BOOKS	.8	.7	.9	1.3	1.7		.3
RECORDS	.8	1.7	.4	1.9	.6		.3
LECTURES	.1	.3		.3			
MUSIC	.4	.3	.4		.6		1.0
MAGAZINES/PERIODICALS	1.2	3.0	.4	.6	1.2	4.8	
PERSONAL ENJOYMENT	1.8	2.0	1.6	3.9		1.8	
WOULD NOT GO	11.6	5.4	14.4			7.1	32.8
MISCELLANEOUS	2.3	2.0	2.4	2.6	4.1	1.2	1.6
DON'T KNOW	9.5	5.7	11.1	2.6		14.9	17.4

LIBRARY CARD OWNERSHIP
USE OF NON-PUBLIC LIBRARY
LIBRARY IMPORTANCE TO COMMUNITY

TABLE 97

		SEX		AGE			EDUCATION			FAMILY INCOME			
	TOTAL	MEN	WOMEN	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COL-LEGE	HIGH SCHOOL GRAD	LESS THAN H.S. GRAD	$20M & OVER	$15M-$19999	$10M-$14999	UNDER $10M
WEIGHTED BASE	970 100.0	456 100.0	514 100.0	296 100.0	256 100.0	384 100.0	244 100.0	424 100.0	298 100.0	266 100.0	188 100.0	152 100.0	170 100.0
LIBRARY CARD OWNERSHIP													
YES, FAMILY CARD	6.1	4.8	7.2	8.4	8.2	2.9	9.8	7.1	1.7	6.8	12.2	.7	.6
YES, RESPONDENT	30.7	27.9	33.3	45.6	30.9	20.1	59.0	27.8	11.7	48.5	33.0	19.7	17.1
YES, HUSBAND/WIFE	19.3	23.0	16.0	27.0	27.7	8.1	36.5	20.0	4.0	31.2	27.1	15.8	4.1
YES, CHILD	31.8	27.9	35.2	21.6	62.9	17.2	29.9	38.4	23.5	42.1	34.6	29.6	9.4
YES, PARENT	3.8	5.0	2.7	11.5	1.2		5.7	4.5	1.3	7.5	2.7	2.0	.6
YES, OTHER	5.2	6.4	4.1	12.2	.4	3.4	5.7	4.2	6.0	6.0	6.4	3.3	6.5
NO	35.4	35.1	35.6	20.9	18.8	58.1	11.5	31.8	59.7	18.4	21.8	50.0	67.6
DON'T KNOW	.2	.4		.3			.8					.7	
USE OF NON-PUBLIC LIBRARY													
YES, SCHOOL OR COLLEGE	13.7	14.5	13.0	26.4	12.1	5.5	35.2	7.8	4.7	20.3	11.7	9.9	9.4
YES, MEDICAL OR LAW	2.1	2.4	1.8	2.7	2.3	1.3	5.7	1.4		4.1	2.1	1.3	.6
YES, OTHER	5.7	9.0	2.7	8.1	6.3	3.4	13.1	4.5	1.3	9.4	6.4	3.3	2.4
NO	79.9	75.9	83.5	64.9	80.5	90.4	51.6	86.8	93.0	68.8	80.3	85.5	88.8
UNDESIGNATED	.5	.7	.4	.7	.8	.3	.8		1.0	.4		.7	
LIBRARY IMPORTANCE TO COMMUNITY													
VERY IMPORTANT	86.6	83.1	89.7	82.8	89.8	87.2	88.9	87.3	83.6	87.2	87.8	85.5	85.3
FAIRLY IMPORTANT	10.5	12.9	8.4	15.5	7.0	9.1	8.6	10.8	11.7	10.5	10.6	11.8	9.4
NOT TOO IMPORTANT	.9	1.5	.4	1.0	.4	1.3	.8	1.4	.3	1.9	1.1		
NOT AT ALL IMPORTANT	.5	.7	.4		1.2	.3	.8	.5	.3	.4			.6
DON'T KNOW	1.4	1.8	1.2	.7	1.6	2.1	.8		4.0		.5	2.6	4.7

LIBRARY CARD OWNERSHIP
USE OF NON-PUBLIC LIBRARY
LIBRARY IMPORTANCE TO COMMUNITY

TABLE 98

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER				OCCUPATION OF RESPONDENT				RACE		
		PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970 100.0	250 100.0	115 100.0	350 100.0	182 100.0	155 100.0	141 100.0	215 100.0	322 100.0	758 100.0	69 100.0	25 100.0
LIBRARY CARD OWNERSHIP												
YES, FAMILY CARD	6.1	9.6	5.2	6.0	.5	5.8	8.5	5.1	5.0	5.8	7.2	8.0
YES, RESPONDENT	30.7	50.8	34.8	22.9	18.7	47.7	41.8	17.2	28.3	33.1	17.4	4.0
YES, HUSBAND/WIFE	19.3	33.6	26.1	14.3	7.1	37.4	23.4	13.5	11.8	23.0		
YES, CHILD	31.8	40.8	26.1	39.4	6.0	35.5	40.4	28.4	24.2	32.8	29.0	12.0
YES, PARENT	3.8	6.0	7.0	2.6		5.2	5.0	3.7	1.9	4.1	1.4	
YES, OTHER	5.2	4.0	5.2	5.1	5.5	3.2	7.8	7.4	2.5	4.4	4.3	32.0
NO	35.4	13.2	31.3	38.3	65.4	14.8	19.9	46.0	49.1	34.0	44.9	48.0
DON'T KNOW	.2				.5				.6	.1		
USE OF NON-PUBLIC LIBRARY												
YES, SCHOOL OR COLLEGE	13.7	28.4	7.8	9.4	5.5	35.5	12.8	8.4	8.7	14.4	5.8	12.0
YES, MEDICAL OR LAW	2.1	4.4	5.2	.6	.5	7.7	3.5		.6	2.0	4.3	
YES, OTHER	5.7	12.4	8.7	3.4	.5	16.8	8.5	4.2	2.2	5.7	7.2	
NO	79.9	59.6	78.3	86.9	93.4	47.1	75.2	87.9	88.5	79.4	85.5	88.0
UNDESIGNATED	.5		1.7	.6	.5		.7		1.2	.7		
LIBRARY IMPORTANCE TO COMMUNITY												
VERY IMPORTANT	86.6	86.0	87.0	85.7	85.7	87.1	87.9	79.5	89.1	87.1	87.0	84.0
FAIRLY IMPORTANT	10.5	12.8	12.2	10.6	8.8	11.0	12.1	14.9	8.7	10.7	13.0	
NOT TOO IMPORTANT	.9	.8		1.7	.5	.6		2.8	.3	.9		
NOT AT ALL IMPORTANT	.5	.4	.9	.6	.5	.6		.9	.3	.5		
DON'T KNOW	1.4			1.4	4.4	.6		1.9	1.6	.8		16.0

LIBRARY CARD OWNERSHIP
USE OF NON-PUBLIC LIBRARY
LIBRARY IMPORTANCE TO COMMUNITY

TABLE 99

		SECTION OF STATE			TYPE OF COMMUNITY			MARITAL STATUS			PARENT STATUS		
	TOTAL	NORTH -EAST	NORTH -WEST /CNTRL	SOUTH	URBAN	SUB-URBAN	RURAL	NEVER MAR-RIED	MAR-RIED	WIDOW /DVRCD /SPRTD	PRE-SCHOOL CHLDRN	SCHOOL AGE	NEI-THER
WEIGHTED BASE	970	590	167	213	520	355	95	138	681	135	158	341	554
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY CARD OWNERSHIP													
YES, FAMILY CARD	6.1	5.9	1.8	9.9	6.2	6.8	3.2	10.9	6.0	2.2	8.9	9.4	4.3
YES, RESPONDENT	30.7	34.9	33.5	16.9	27.3	37.2	25.3	46.4	29.1	21.5	44.9	35.2	26.7
YES, HUSBAND/WIFE	19.3	18.8	22.2	18.3	16.3	22.3	24.2	4.3	25.7	3.0	34.2	28.4	11.4
YES, CHILD	31.8	32.2	35.3	27.7	30.6	35.2	25.3	10.1	36.9	27.4	38.6	68.3	12.5
YES, PARENT	3.8	3.9	4.2	3.3	2.9	5.1	4.2	22.5	.4	.7	1.3	.9	5.8
YES, OTHER	5.2	5.3	7.8	2.8	5.6	3.9	7.4	23.2	2.2	1.5	2.5		8.3
NO	35.4	33.6	36.5	39.4	36.3	31.5	44.2	22.5	34.7	53.3	21.5	14.4	48.2
DON'T KNOW	.2	.2		.5	.2	.3			.3				.4
USE OF NON-PUBLIC LIBRARY													
YES, SCHOOL OR COLLEGE	13.7	13.4	13.8	14.6	11.3	16.6	15.8	38.4	10.3	4.4	9.5	17.6	14.4
YES, MEDICAL OR LAW	2.1	1.9	2.4	2.3	2.9	1.1	1.1	2.2	2.1	2.2	.6	3.2	1.4
YES, OTHER	5.7	5.3	6.0	6.6	5.2	7.0	3.2	8.7	5.4	4.4	8.2	8.2	4.3
NO	79.9	80.3	79.0	79.3	82.1	76.3	81.1	52.9	83.3	91.1	83.5	77.7	80.9
UNDESIGNATED	.5	.7		.5	.8	.3		.7	.6			.6	.5
LIBRARY IMPORTANCE TO COMMUNITY													
VERY IMPORTANT	86.6	88.3	83.2	84.5	86.9	89.0	75.8	82.6	86.5	91.9	90.5	89.4	84.8
FAIRLY IMPORTANT	10.5	8.3	15.0	13.1	9.6	9.6	18.9	17.4	10.1	5.2	7.0	8.2	11.9
NOT TOO IMPORTANT	.9	.8	1.2	.9	.6	.6	4.2		1.2	.7	1.3	.3	1.1
NOT AT ALL IMPORTANT	.5	.5		.9	.6	.3	1.1		.7		.6	.6	.5
DON'T KNOW	1.4	2.0	.6	.5	2.3	.6			1.5	2.2	.6	1.5	1.6

LIBRARY CARD OWNERSHIP
USE OF NON-PUBLIC LIBRARY
LIBRARY IMPORTANCE TO COMMUNITY

TABLE 100

		AUDIO-VISUAL EQUIPMENT OWNERSHIP			RECORD OWNERSHIP			ADULT BOOK OWNERSHIP			NUMBER OF BOOKS USED IN 3 MONTHS		
	TOTAL	PHONO/ STEREO	MOVIE PROJEC -TOR	COLOR SLIDE PRJCTR	65 OR MORE	16 TO 64	15 OR LESS	65 OR MORE	16 TO 64	15 OR LESS	6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970 100.0	840 100.0	344 100.0	284 100.0	300 100.0	354 100.0	285 100.0	468 100.0	306 100.0	181 100.0	279 100.0	365 100.0	311 100.0
LIBRARY CARD OWNERSHIP													
YES, FAMILY CARD	6.1	7.0	7.3	9.5	9.7	6.2	2.8	9.0	4.2	2.2	9.7	6.8	2.3
YES, RESPONDENT	30.7	31.7	35.5	46.1	38.3	32.8	20.4	42.9	23.2	11.6	52.7	32.1	9.0
YES, HUSBAND/WIFE	19.3	21.8	27.9	28.2	27.0	20.9	11.2	27.1	12.7	9.9	29.0	21.1	8.0
YES, CHILD	31.8	35.4	41.6	38.4	41.7	32.5	22.5	36.8	32.7	18.2	32.3	37.3	25.7
YES, PARENT	3.8	4.4	5.8	5.6	7.0	3.4	1.1	6.0	2.9		5.7	5.2	.6
YES, OTHER	5.2	5.0	4.9	7.7	5.0	7.1	3.2	5.3	5.6	2.8	5.4	6.6	3.5
NO	35.4	31.0	22.7	18.3	21.3	29.4	54.7	19.9	41.8	64.1	14.7	29.6	59.8
DON'T KNOW	.2	.2	.3	.4		.3	.4	.2	.3		.4		.3
USE OF NON-PUBLIC LIBRARY													
YES, SCHOOL OR COLLEGE	13.7	15.6	18.3	20.8	18.7	16.1	5.3	20.9	9.2	2.2	29.4	12.3	1.3
YES, MEDICAL OR LAW	2.1	2.1	2.0	2.8	2.7	2.0	1.8	3.0	1.6	.6	4.7	1.9	
YES, OTHER	5.7	6.3	6.7	7.0	7.7	5.6	3.5	8.5	4.2	1.1	11.5	4.9	1.6
NO	79.9	77.4	74.7	71.5	73.7	76.3	90.9	69.7	86.3	95.6	58.1	82.2	96.5
UNDESIGNATED	.5	.5	1.2	1.4		1.1	.4	.9		.6	.7		1.0
LIBRARY IMPORTANCE TO COMMUNITY													
VERY IMPORTANT	86.6	86.9	87.2	89.1	90.3	87.0	84.2	91.2	81.4	82.3	88.5	85.2	85.9
FAIRLY IMPORTANT	10.5	11.0	10.8	9.2	8.3	11.0	9.8	7.1	16.7	9.9	8.2	12.3	10.9
NOT TOO IMPORTANT	.9	.7	1.2	1.1	1.0	.6	1.4	1.1	1.0	.6	.7	.3	1.9
NOT AT ALL IMPORTANT	.5	.4	.6	.4	.3		1.4	.4	.7	.6	.4	1.1	
DON'T KNOW	1.4	1.1	.3	.4		1.4	3.2	.2	.3	6.6	2.2	1.1	1.3

LIBRARY CARD OWNERSHIP
USE OF NON-PUPLIC LIBRARY
LIBRARY IMPORTANCE TO COMMUNITY

TABLE 101

	TOTAL	LIBRARY CARD OWNER. RESP/FAMILY HAS CARD	LIBRARY CARD OWNER. OTHER FAMILY MEMBER	LIBRARY CARD OWNER. NO CARD IN FAMILY	FREQUENCY OF LIBRARY USE NON-USER	FREQUENCY OF LIBRARY USE MODER-ATE USER	FREQUENCY OF LIBRARY USE FRE-QUENT USER	IMPORTANCE OF LIBRARY GREAT DEAL	IMPORTANCE OF LIBRARY FAIR AMOUNT	IMPORTANCE OF LIBRARY LITTLE /NONE	FINDING LIBRARY BOOKS LOOK FOR SELF	FINDING LIBRARY BOOKS LIBRAR-IAN SLCTS	FINDING LIBRARY BOOKS NO PREF /DK
WEIGHTED BASE	970 100.0	353 100.0	464 100.0	343 100.0	526 100.0	255 100.0	179 100.0	263 100.0	225 100.0	454 100.0	671 100.0	177 100.0	122 100.0
LIBRARY CARD OWNERSHIP													
YES, FAMILY CARD	6.1	16.7	.4		1.9	10.6	12.3	9.5	8.0	3.5	5.7	7.3	6.6
YES, RESPONDENT	30.7	84.4	40.9		9.5	47.8	68.7	44.5	44.4	15.9	33.5	27.1	20.5
YES, HUSBAND/WIFE	19.3	27.8	40.3		9.5	28.6	34.6	25.5	24.4	13.9	23.5	10.2	9.0
YES, CHILD	31.8	33.1	66.4		25.5	34.9	45.3	42.2	30.7	27.3	31.4	32.8	32.0
YES, PARENT	3.8	5.4	8.0		.4	7.1	9.5	3.4	5.8	3.3	4.2	4.5	.8
YES, OTHER	5.2	5.1	10.8		3.0	8.2	7.3	5.7	5.3	3.5	4.2	6.8	8.2
NO	35.4			100.0	59.1	8.2	3.4	18.6	24.4	50.7	33.8	35.0	44.3
DON'T KNOW	.2					.4	.6	.4			.3		
USE OF NON-PUBLIC LIBRARY													
YES, SCHOOL OR COLLEGE	13.7	25.8	16.4	4.1	3.4	22.0	33.0	23.6	14.2	7.9	14.9	10.7	11.5
YES, MEDICAL OR LAW	2.1	3.4	2.4	.9	1.0	3.1	3.9	2.3	2.7	1.8	2.2	1.1	2.5
YES, OTHER	5.7	10.2	6.0	3.5	2.9	9.8	7.8	8.4	7.6	3.5	5.7	4.5	7.4
NO	79.9	64.6	76.5	91.3	93.0	67.5	58.7	66.5	78.2	88.1	78.5	84.2	81.1
UNDESIGNATED	.5	.8	.6	.3	.2	.4	1.7	1.1		.2	.3	1.1	.8
LIBRARY IMPORTANCE TO COMMUNITY													
VERY IMPORTANT	86.6	91.8	86.0	84.5	85.2	84.3	93.3	95.8	90.7	78.9	87.5	86.4	82.0
FAIRLY IMPORTANT	10.5	6.8	12.7	9.3	10.6	14.1	5.6	3.8	9.3	15.2	10.9	9.0	10.7
NOT TOO IMPORTANT	.9	.6	.6	1.7	1.3	.8		.4		1.8	1.2	.6	
NOT AT ALL IMPORTANT	.5	.6	.2	.9	.6	.4	.6			1.1	.1	1.1	1.6
DON'T KNOW	1.4	.3	.4	3.5	2.3	.4	.6			3.1	.3	2.8	5.7

LIBRARY CARD OWNERSHIP
USE OF NON-PUBLIC LIBRARY
LIBRARY IMPORTANCE TO COMMUNITY

TABLE 102

	TOTAL	COMMUNITY GROUP LEADER YES	COMMUNITY GROUP LEADER NO	LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR VERY LIKELY	LIKELY LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970	296	674	308	172	168	305
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY CARD OWNERSHIP							
YES, FAMILY CARD	6.1	10.5	4.2	9.4	11.6	4.2	1.0
YES, RESPONDENT	30.7	42.2	25.7	55.5	39.0	23.2	6.2
YES, HUSBAND/WIFE	19.3	27.7	15.6	31.8	18.0	14.3	9.8
YES, CHILD	31.8	39.2	28.5	36.0	42.4	26.2	26.2
YES, PARENT	3.8	1.7	4.7	7.5	2.9	3.0	1.3
YES, OTHER	5.2	3.7	5.8	6.2	4.1	6.0	4.3
NO	35.4	24.0	40.4	15.6	17.4	38.7	62.0
DON'T KNOW	.2	.3	.1	.6			
USE OF NON-PUBLIC LIBRARY							
YES, SCHOOL OR COLLEGE	13.7	18.9	11.4	27.6	11.6	9.5	3.6
YES, MEDICAL OR LAW	2.1	4.1	1.2	2.9	2.3	2.4	1.0
YES, OTHER	5.7	9.8	3.9	9.7	6.4	4.8	2.0
NO	79.9	70.6	84.0	62.0	80.2	86.3	93.4
UNDESIGNATED	.5	.7	.4	1.3			.3
LIBRARY IMPORTANCE TO COMMUNITY							
VERY IMPORTANT	86.6	89.9	85.2	93.2	88.4	87.5	78.0
FAIRLY IMPORTANT	10.5	7.4	11.9	6.5	9.3	11.3	15.1
NOT TOO IMPORTANT	.9	.3	1.2		1.2	.6	2.0
NOT AT ALL IMPORTANT	.5	.7	.4	.3		.6	1.0
DON'T KNOW	1.4	1.7	1.3		1.2		3.9

REASON FOR LIBRARY IMPORTANCE
DEGREE OF DIFFERENCE IF NO LIBRARY AVAILABLE

TABLE 103

		SEX		AGE			EDUCATION			FAMILY INCOME			
	TOTAL	MEN	WOMEN	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COL-LEGE	HIGH SCHOOL GRAD	LESS THAN H.S. GRAD	$20M & OVER	$15M-$19999	$10M-$14999	UNDER $10M
WEIGHTED BASE	970	456	514	296	256	384	244	424	298	266	188	152	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REASON FOR LIBRARY IMPORTANCE													
GOOD FOR THE CHILDREN	22.4	16.9	27.2	13.2	21.9	29.7	13.9	18.2	35.6	16.2	20.2	24.3	36.5
A SUPPLEMENT TO SCHOOL-LEARNING ACTIVITIES	22.3	21.3	23.2	25.0	21.1	21.1	17.2	28.1	17.8	21.4	25.0	22.4	13.5
REFERENCE	12.6	12.9	12.3	14.2	19.9	7.3	14.3	16.0	6.4	16.5	14.9	11.2	8.8
INFORMATION	12.0	14.3	9.9	16.9	12.9	8.3	16.8	12.5	7.0	13.5	14.4	11.8	10.6
MAKE BOOKS AVAILABLE FOR BORROWING	21.6	20.6	22.6	27.0	28.1	13.8	26.6	25.9	11.4	28.2	23.4	23.0	14.1
A GOOD INSTITUTION FOR PEOPLE WHO LIKE TO READ	20.5	18.0	22.8	20.9	18.8	19.8	25.4	17.5	20.8	20.3	19.7	20.4	15.9
EDUCATIONAL PURPOSES	13.9	16.2	11.9	11.1	14.8	14.3	18.4	12.0	13.1	15.4	10.1	11.2	14.1
IT'S GOOD FOR A COMMUNITY	7.6	9.0	6.4	9.8	4.3	8.1	13.5	6.6	4.0	10.5	5.3	7.9	6.5
NEGATIVE COMMENTS	1.3	1.8	1.0	2.4	1.2	.5	2.0	1.9		1.9	2.1		
MISCELLANEOUS	1.4	.9	1.9	.7	1.2	2.3	1.6	.9	2.0	.4	1.6		4.7
DON'T KNOW	2.8	3.1	2.5	1.4	2.7	4.2	1.2	2.6	4.4	1.5	1.6	3.3	3.5
DEGREE OF DIFFERENCE IF NO LIBRARY AVAILABLE													
A GREAT DEAL	27.1	23.7	30.2	26.0	38.3	19.0	39.3	23.8	21.8	33.1	28.2	20.4	18.8
A FAIR AMOUNT	23.2	22.8	23.5	32.4	22.3	18.0	27.5	26.7	14.8	25.9	31.4	23.7	19.4
LITTLE	20.9	23.7	18.5	28.4	18.0	17.4	21.3	27.4	11.1	24.4	22.3	27.0	10.6
NONE AT ALL	25.9	28.3	23.7	12.2	21.5	39.8	10.7	21.7	44.6	16.2	18.1	27.6	38.2
DON'T KNOW	2.9	1.5	4.1	1.0		5.7	1.2	.5	7.7	.4		1.3	12.9

REASON FOR LIBRARY IMPORTANCE
DEGREE OF DIFFERENCE IF NO LIBRARY AVAILABLE

TABLE 104

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER				OCCUPATION OF RESPONDENT				RACE		
		PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970 100.0	250 100.0	115 100.0	350 100.0	182 100.0	155 100.0	141 100.0	215 100.0	322 100.0	758 100.0	69 100.0	25 100.0
REASON FOR LIBRARY IMPORTANCE												
GOOD FOR THE CHILDREN	22.4	18.0	21.7	19.7	35.2	15.5	14.9	19.1	28.6	23.2	23.2	32.0
A SUPPLEMENT TO SCHOOL-LEARNING ACTIVITIES	22.3	19.2	26.1	26.3	17.0	15.5	28.4	25.6	22.7	22.8	17.4	4.0
REFERENCE	12.6	14.4	8.7	13.1	8.8	18.7	9.9	10.7	14.0	12.9	11.6	
INFORMATION	12.0	16.0	7.8	13.7	6.6	17.4	9.2	16.3	9.0	11.6	15.9	24.0
MAKE BOOKS AVAILABLE FOR BORROWING	21.6	27.2	20.0	20.0	14.8	31.0	17.7	14.9	25.2	21.6	14.5	16.0
A GOOD INSTITUTION FOR PEOPLE WHO LIKE TO READ	20.5	25.6	20.0	15.7	21.4	22.6	18.4	21.9	20.2	20.6	15.9	
EDUCATIONAL PURPOSES	13.9	14.8	13.0	13.4	[illegible]	15.5	17.7	9.3	14.0	14.9	7.2	8.0
IT'S GOOD FOR A COMMUNITY	7.6	12.4	12.2	2.6	8.2	12.9	14.2	.9	6.5	7.7	10.1	
NEGATIVE COMMENTS	1.3	.8	1.7	2.3	.5	.6	1.4	3.3	.3	1.1	4.3	
MISCELLANEOUS	1.4	.8	.9	.9	4.4	1.9		1.4	2.5	1.1	8.7	
DON'T KNOW	2.8	2.0	.9	4.6	2.2	[illegible]	1.4	4.7	.9	1.7	7.2	16.0
DEGREE OF DIFFERENCE IF NO LIBRARY AVAILABLE												
A GREAT DEAL	27.1	38.4	20.0	[illegible]	18.7	32.9	29.8	23.3	27.3	26.8	36.2	24.0
A FAIR AMOUNT	23.2	25.6	25.2	23.4	17.0	32.3	19.9	24.7	18.3	24.3	10.1	16.0
LITTLE	20.9	19.2	22.6	22.9	17.6	20.6	24.1	24.7	16.5	20.6	21.7	16.0
NONE AT ALL	25.9	15.2	32.2	26.0	35.2	13.5	25.5	26.5	32.3	26.5	20.3	20.0
DON'T KNOW	2.9	1.6		.9	11.5	.6	.7	.9	5.6	1.8	11.6	24.0

REASON FOR LIBRARY IMPORTANCE
DEGREE OF DIFFERENCE IF NO LIBRARY AVAILABLE

TABLE 105

	TOTAL	SECTION OF STATE: NORTH -EAST	SECTION OF STATE: NORTH -WEST /CNTRL	SECTION OF STATE: SOUTH	TYPE OF COMMUNITY: URBAN	TYPE OF COMMUNITY: SUB-URBAN	TYPE OF COMMUNITY: RURAL	MARITAL STATUS: NEVER MAR-RIED	MARITAL STATUS: MAR-RIED	MARITAL STATUS: WIDOW /DVRCD /SPRTD	PARENT STATUS: PRE-SCHOOL CHLDRN	PARENT STATUS: SCHOOL AGE	PARENT STATUS: NEI-THER
WEIGHTED BASE	970	590	167	213	520	355	95	138	681	135	158	341	554
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REASON FOR LIBRARY IMPORTANCE													
GOOD FOR THE CHILDREN	22.4	25.1	22.8	14.6	23.1	23.7	13.7	9.4	25.0	23.7	17.1	24.6	22.0
A SUPPLEMENT TO SCHOOL-LEARNING ACTIVITIES	22.3	22.7	24.0	19.7	21.0	25.4	17.9	24.6	21.9	20.7	31.0	20.8	22.4
REFERENCE	12.6	11.5	16.8	12.2	11.0	15.8	9.5	10.1	14.4	5.2	18.4	17.6	9.2
INFORMATION	12.0	12.0	14.4	9.9	14.4	8.5	11.6	12.3	13.2	6.7	19.6	13.5	9.9
MAKE BOOKS AVAILABLE FOR BORROWING	21.6	20.8	18.6	26.3	21.7	20.3	26.3	28.3	21.9	13.3	29.1	25.8	18.4
A GOOD INSTITUTION FOR PEOPLE WHO LIKE TO READ	20.5	18.3	27.5	21.1	19.2	21.4	24.2	24.6	17.6	31.9	13.3	15.0	23.5
EDUCATIONAL PURPOSES	13.9	13.4	11.4	17.4	14.6	12.7	14.7	15.9	13.5	14.8	12.0	12.6	15.0
IT'S GOOD FOR A COMMUNITY	7.6	7.8	6.6	8.0	8.8	6.8	4.2	11.6	6.9	7.4	5.7	7.0	8.1
NEGATIVE COMMENTS	1.3	1.2	.6	2.3	1.0	.8	5.3		1.9		3.2	2.3	.2
MISCELLANEOUS	1.4	1.4		2.8	1.5	1.1	2.1		.7	6.7		.9	2.0
DON'T KNOW	2.8	3.1		4.2	3.1	2.5	2.1	.7	3.2	3.0	1.3	1.5	3.8
DEGREE OF DIFFERENCE IF NO LIBRARY AVAILABLE													
A GREAT DEAL	27.1	26.3	29.3	27.7	23.3	34.9	18.9	21.0	29.5	21.5	36.7	38.7	19.9
A FAIR AMOUNT	23.2	23.7	24.0	21.1	22.3	23.4	27.4	29.7	22.9	18.5	26.6	23.8	22.7
LITTLE	20.9	21.2	16.2	23.9	23.5	17.5	20.0	37.7	19.7	11.9	20.3	16.4	22.7
NONE AT ALL	25.9	25.1	28.7	25.8	26.0	23.7	33.7	10.9	25.1	42.2	16.5	19.9	30.3
DON'T KNOW	2.9	3.7	1.8	1.4	5.0	.6		.7	2.8	5.9		1.2	4.[illegible]

REASON FOR LIBRARY IMPORTANCE
DEGREE OF DIFFERENCE IF NO LIBRARY AVAILABLE

TABLE 106

	TOTAL	AUDIO-VISUAL EQUIPMENT OWNERSHIP: PHONO/ STEREO	AUDIO-VISUAL EQUIPMENT OWNERSHIP: MOVIE PROJEC-TOR	AUDIO-VISUAL EQUIPMENT OWNERSHIP: COLOR SLIDE PRJCTR	RECORD OWNERSHIP: 65 OR MORE	RECORD OWNERSHIP: 16 TO 64	RECORD OWNERSHIP: 15 OR LESS	ADULT BOOK OWNERSHIP: 65 OR MORE	ADULT BOOK OWNERSHIP: 16 TO 64	ADULT BOOK OWNERSHIP: 15 OR LESS	NUMBER OF BOOKS USED IN 3 MONTHS: 6 OR MORE	NUMBER OF BOOKS USED IN 3 MONTHS: 1 TO 5	NUMBER OF BOOKS USED IN 3 MONTHS: NONE
WEIGHTED BASE	970	840	344	284	300	354	285	468	306	181	279	365	311
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REASON FOR LIBRARY IMPORTANCE													
GOOD FOR THE CHILDREN	22.4	20.6	22.7	18.3	19.3	17.5	29.1	18.6	24.5	26.0	17.2	20.5	29.6
A SUPPLEMENT TO SCHOOL-LEARNING ACTIVITIES	22.3	22.5	22.4	20.8	23.0	22.0	23.2	20.9	20.6	28.7	18.6	23.6	24.1
REFERENCE	12.6	13.1	15.4	17.3	17.3	12.4	8.1	14.3	15.0	5.0	13.3	17.5	6.4
INFORMATION	12.0	11.9	11.9	10.6	12.3	13.6	10.9	13.0	11.4	11.0	12.9	15.3	5.8
MAKE BOOKS AVAILABLE FOR BORROWING	[illegible]	22.7	23.8	25.7	23.0	25.4	17.2	25.2	23.2	10.5	25.1	27.1	12.5
A GOOD INSTITUTION FOR PEOPLE WHO LIKE TO READ	20.5	21.1	19.2	23.6	24.0	22.6	13.0	22.9	21.9	12.7	25.8	16.7	21.2
EDUCATIONAL PURPOSES	13.9	13.7	15.1	16.2	15.3	12.4	15.1	15.8	14.1	9.9	16.5	13.4	12.9
IT'S GOOD FOR A COMMUNITY	7.6	8.6	7.8	10.9	8.3	9.3	5.3	9.6	4.9	7.7	11.5	6.6	5.5
NEGATIVE COMMENTS	1.3	1.3	1.5	1.4	1.7	.6	2.1	1.3	2.3		1.8	1.1	1.3
MISCELLANEOUS	1.4	.7	1.5	1.1	.7	.8	3.2	1.1	2.3	1.1	1.1	.8	2.6
DON'T KNOW	2.8	3.1	2.6	2.8	2.7	3.4	2.5	2.6	1.3	5.5	2.2	3.0	2.9
DEGREE OF DIFFERENCE IF NO LIBRARY AVAILABLE													
A GREAT DEAL	27.1	28.5	25.6	31.7	32.0	28.0	20.0	34.4	25.2	9.9	43.0	21.6	17.0
A FAIR AMOUNT	23.2	25.4	28.8	27.1	31.3	26.3	13.0	25.6	24.8	16.0	27.2	31.5	10.6
LITTLE	20.9	22.0	24.1	23.9	22.0	25.4	15.8	21.6	20.9	10.4	16.5	28.5	16.7
NONE AT ALL	25.9	23.1	20.1	16.9	14.0	19.5	44.9	17.5	24.8	50.8	12.5	17.8	47.9
DON'T KNOW	2.9	1.1	1.5	.4	.7	.8	6.3	.9	4.2	2.8	.7	.5	7.7

REASON FOR LIBRARY IMPORTANCE
DEGREE OF DIFFERENCE IF NO LIBRARY AVAILABLE

TABLE 107

		LIBRARY CARD OWNER.			FREQUENCY OF LIBRARY USE			IMPORTANCE OF LIBRARY			FINDING LIBRARY BOOKS		
	TOTAL	RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	NON-USER	MODER -ATE USER	FRE-QUENT USER	GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	LOOK FOR SELF	LIBRAR -IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970 100.0	353 100.0	464 100.0	343 100.0	526 100.0	255 100.0	179 100.0	263 100.0	225 100.0	454 100.0	671 100.0	177 100.0	122 100.0
REASON FOR LIBRARY IMPORTANCE													
GOOD FOR THE CHILDREN	22.4	12.5	19.2	30.9	27.6	17.6	12.3	19.4	21.3	23.1	20.0	23.7	33.6
A SUPPLEMENT TO SCHOOL-LEARNING ACTIVITIES	22.3	22.1	19.0	24.5	25.5	20.0	17.3	14.4	19.1	29.3	23.8	19.2	18.0
REFERENCE	12.6	17.6	13.8	7.6	7.0	18.0	17.9	15.2	19.1	8.4	12.4	15.8	9.0
INFORMATION	12.0	15.6	14.9	6.1	8.4	20.4	11.2	12.2	16.4	9.9	13.0	10.7	8.2
MAKE BOOKS AVAILABLE FOR BORROWING	21.6	30.3	23.9	15.7	16.9	25.1	30.2	22.1	26.7	18.1	22.8	25.4	9.8
A GOOD INSTITUTION FOR PEOPLE WHO LIKE TO READ	20.5	22.9	20.3	20.4	19.2	17.6	29.1	26.2	20.4	18.1	21.8	18.6	16.4
EDUCATIONAL PURPOSES	13.9	17.8	14.7	9.9	12.2	15.7	15.6	23.6	8.4	11.5	13.7	11.9	18.0
IT'S GOOD FOR A COMMUNITY	7.6	10.8	9.5	4.7	4.0	11.8	12.8	8.0	11.6	5.9	7.7	9.0	4.9
NEGATIVE COMMENTS	1.3	2.3	1.3	1.5	1.0	2.4	1.1	1.5	.9	1.5	1.6	.6	.8
MISCELLANEOUS	1.4	2.8	1.1	.6	1.5	.8	2.2	1.1	1.8	.2	1.0	3.4	.8
DON'T KNOW	2.8	.6	3.0	3.8	4.2	1.2	1.1	1.9	.4	4.6	1.3	4.0	9.0
DEGREE OF DIFFERENCE IF NO LIBRARY AVAILABLE													
A GREAT DEAL	27.1	39.9	32.5	14.3	15.8	29.0	58.7	100.0			26.8	24.3	32.8
A FAIR AMOUNT	23.2	33.4	26.1	16.0	15.4	32.5	32.4		100.0		26.1	19.8	12.3
LITTLE	20.9	16.4	22.0	21.0	22.6	28.2	6.1			44.7	22.8	22.0	9.0
NONE AT ALL	25.9	7.6	16.8	46.1	41.4	9.0	2.8			55.3	23.5	30.5	32.0
DON'T KNOW	2.9	2.5	2.6	2.6	4.8	1.2					.7	3.4	13.9

REASON FOR LIBRARY IMPORTANCE
DEGREE OF DIFFERENCE IF NO LIBRARY AVAILABLE

TABLE 108

	TOTAL	COMMUNITY GROUP LEADER		LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR			
		YES	NO	VERY LIKELY	LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970	296	674	308	172	168	305
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REASON FOR LIBRARY IMPORTANCE							
GOOD FOR THE CHILDREN	22.4	18.9	23.9	16.9	19.2	29.8	26.2
A SUPPLEMENT TO SCHOOL-LEARNING ACTIVITIES	22.3	19.3	23.6	17.9	24.4	26.7	24.6
REFERENCE	12.6	17.9	10.2	15.6	15.7	12.5	7.9
INFORMATION	12.0	11.5	12.2	14.9	15.1	14.9	4.3
MAKE BOOKS AVAILABLE FOR BORROWING	21.6	25.0	20.2	28.6	19.[illegible]	18.3	16.7
A GOOD INSTITUTION FOR PEOPLE WHO LIKE TO READ	20.5	20.6	20.5	26.9	11.0	15.5	21.6
EDUCATIONAL PURPOSES	13.9	16.9	12.6	16.2	12.2	13.7	11.5
IT'S GOOD FOR A COMMUNITY	7.6	9.5	6.8	10.7	14.5	3.6	3.3
NEGATIVE COMMENTS	1.3	2.0	1.0	1.6	2.3	1.2	.7
MISCELLANEOUS	1.4	1.7	1.3	1.9		1.2	2.0
DON'T KNOW	2.8	1.4	3.4	1.6	4.1		4.9
DEGREE OF DIFFERENCE IF NO LIBRARY AVAILABLE							
A GREAT DEAL	27.1	35.5	23.4	50.6	33.1	12.5	9.5
A FAIR AMOUNT	23.2	26.7	21.7	35.1	30.2	20.2	8.2
LITTLE	20.9	22.0	20.5	9.1	29.1	36.3	19.3
NONE AT ALL	25.9	15.5	30.4	4.5	7.0	25.0	58.0
DON'T KNOW	2.9	.3	4.0	.6	.6	6.0	4.9

PREFER PURCHASE OR BORROW BOOK
INTEREST IN LIBRARY BORROWING

TABLE 109

	TOTAL	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL GRAD	EDUCATION: LESS THAN H.S. GRAD	FAMILY INCOME: $20M & OVER	FAMILY INCOME: $15M-$19999	FAMILY INCOME: $10M-$14999	FAMILY INCOME: UNDER $10M
WEIGHTED BASE	970	456	514	296	256	384	244	424	298	266	188	152	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PREFER PURCHASE OR BORROW BOOK													
BORROW	35.2	30.3	39.5	38.2	39.1	30.5	38.1	35.1	32.6	29.3	43.6	32.9	33.5
BUY	46.8	52.6	41.6	53.4	48.8	42.2	48.4	54.7	34.2	59.8	46.3	44.1	35.3
NO PREFERENCE	11.9	10.5	13.0	7.1	9.0	15.9	11.9	8.0	17.4	10.9	5.9	14.5	13.5
DON'T KNOW	6.2	6.6	5.8	1.4	3.1	11.5	1.6	2.1	15.8		4.3	8.6	17.6
INTEREST IN LIBRARY BORROWING													
BOOK TYPE													
CURRENT BEST SELLERS	56.5	44.7	66.9	58.1	62.9	52.9	55.3	62.3	49.0	61.3	66.0	59.9	48.8
OLD CLASSICS	42.6	34.6	49.6	43.6	44.9	40.4	54.9	39.2	36.9	49.2	43.1	38.2	38.2
HOUSE PROJECT BOOKS	49.6	50.4	48.8	56.4	50.8	43.2	48.0	55.0	43.0	51.9	60.6	50.7	40.0
TECHNICAL BOOKS FOR JOB	47.4	62.3	34.2	61.1	51.6	33.3	65.6	44.1	37.2	60.9	49.5	49.3	27.6
BOOKS FOR ORGANIZATION ACTIVITIES	27.1	27.2	27.0	36.5	27.7	18.0	29.9	27.8	23.8	28.6	33.0	29.6	16.5
HOBBY OR LEISURE BOOKS	61.6	63.6	59.9	73.0	64.5	51.6	64.8	67.5	51.0	62.4	77.1	61.8	47.1
CURRENT EVENTS	47.9	48.2	47.7	54.1	53.1	39.1	51.9	48.3	35.9	56.0	47.3	46.1	42.9
MYSTERIES, SCIENCE FICTION	42.9	39.0	46.3	55.7	44.9	33.6	42.6	48.1	35.6	44.7	52.1	33.6	42.4
AUDIO-VISUAL													
RECORDS OR TAPES	40.6	41.0	40.3	45.9	50.4	29.4	46.3	38.2	38.9	39.8	48.4	[illegible]	30.6
PRINTS OR SCULPTURE	20.2	20.0	20.4	23.0	25.0	15.1	23.8	19.3	18.5	21.1	22.9	[illegible]	15.9
MOVIE FILM	32.9	36.2	30.0	48.0	34.0	20.8	33.2	33.0	32.6	36.1	42.0	34.2	18.8

PREFER PURCHASE OR BORROW BOOK
INTERFST IN LIBRARY BORROWING

TABLE 110

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER: PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	OCCUPATION OF RESPONDENT: PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	RACE: WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970 100.0	250 100.0	115 100.0	350 100.0	182 100.0	155 100.0	141 100.0	215 100.0	322 100.0	758 100.0	69 100.0	25 100.0
PREFER PURCHASE OR BORROW BOOK												
BORROW	35.2	30.0	31.3	42.9	35.0	23.9	31.9	39.1	41.0	35.4	50.7	24.0
BUY	46.8	52.8	60.0	44.3	32.4	60.0	58.2	43.7	37.9	48.2	31.9	24.0
NO PREFFRENCE	11.9	13.6	7.8	9.1	14.3	14.2	7.8	12.6	10.2	12.5	11.6	12.0
DON'T KNOW	6.2	3.6	.9	3.7	20.3	1.9	2.1	4.7	10.9	4.0	5.8	40.0
INTERFST IN LIBRARY BORROWING												
BOOK TYPE												
CURRENT BEST SELLERS	56.5	59.6	56.5	62.9	42.3	49.7	63.1	57.2	56.8	58.2	39.1	32.0
OLD CLASSICS	42.6	43.6	38.3	41.1	41.2	42.6	40.4	38.6	45.7	43.1	40.6	32.0
HOUSE PROJECT BOOKS	49.6	48.4	45.2	59.1	36.3	44.5	50.4	58.6	45.0	48.4	62.3	68.0
TECHNICAL BOOKS FOR JOB	47.4	56.4	43.5	53.4	23.6	77.4	41.8	62.8	28.6	45.9	65.2	44.0
BOOKS FOR ORGANIZATION ACTIVITIFS	27.1	24.0	26.1	33.1	17.0	25.8	25.5	33.0	21.1	78.2	21.7	36.0
HOBBY OR LEISURE BOOKS	61.6	68.8	62.6	66.6	46.7	63.2	63.8	72.6	54.3	61.6	69.6	56.0
CURRENT EVENTS	47.9	53.6	47.0	42.9	41.2	57.4	50.4	47.0	41.6	48.3	53.6	28.0
MYSTERIES, SCIENCE FICTION	42.9	47.6	45.2	43.1	35.7	39.4	53.9	34.9	41.6	43.4	46.4	40.0
AUDIO-VISUAL												
RECORDS OR TAPES	40.6	48.8	26.1	48.0	24.2	45.8	39.7	47.4	37.3	39.1	55.1	44.0
PRINTS OR SCULPTURE	20.2	24.0	9.6	25.1	12.6	24.5	14.9	28.8	15.2	18.3	30.4	32.0
MOVIF FILM	32.9	39.2	27.0	40.6	9.9	33.5	37.6	43.7	23.0	31.9	34.8	40.0

PREFER PURCHASE OR BORROW BOOK
INTEREST IN LIBRARY BORROWING

TABLE 111

	TOTAL	SECTION OF STATE: NORTH -EAST	SECTION OF STATE: NORTH -WEST /CNTRL	SECTION OF STATE: SOUTH	TYPE OF COMMUNITY: URBAN	TYPE OF COMMUNITY: SUB-URBAN	TYPE OF COMMUNITY: RURAL	MARITAL STATUS: NEVER MAR-RIED	MARITAL STATUS: MAR-RIED	MARITAL STATUS: WIDOW /DVRCD /SPRTD	PARENT STATUS: PRE-SCHOOL CHLDRN	PARENT STATUS: SCHOOL AGE	PARENT STATUS: NEI-THER
WEIGHTED BASE	970 100.0	590 100.0	167 100.0	213 100.0	520 100.0	355 100.0	95 100.0	138 100.0	681 100.0	135 100.0	158 100.0	341 100.0	554 100.0
PREFER PURCHASE OR BORROW BOOK													
BORROW	35.2	32.9	36.5	40.4	36.2	34.6	31.6	40.6	36.1	27.4	46.2	41.3	30.7
BUY	46.8	45.1	54.5	45.5	45.4	45.9	57.9	52.2	46.3	43.7	43.7	42.8	48.2
NO PREFERENCE	11.9	13.6	7.2	10.8	8.7	16.9	10.5	5.8	11.2	18.5	10.1	11.1	13.2
DON'T KNOW	6.2	8.5	1.8	3.3	9.8	2.5		1.4	6.5	10.4		4.7	7.9
INTEREST IN LIBRARY BORROWING													
BOOK TYPE													
CURRENT BEST SELLERS	56.5	56.1	49.7	62.9	56.3	57.2	54.7	53.6	58.4	48.9	68.4	60.7	52.5
OLD CLASSICS	42.6	44.7	36.5	41.3	38.5	47.6	46.3	42.0	42.1	45.2	51.3	46.3	39.9
HOUSE PROJECT BOOKS	49.6	48.0	49.7	54.0	48.7	48.5	58.9	45.7	53.2	37.0	60.1	48.7	47.5
TECHNICAL BOOKS FOR JOB	47.4	45.4	52.7	48.8	47.7	46.5	49.5	69.6	43.8	45.2	48.1	50.1	44.6
BOOKS FOR ORGANIZATION ACTIVITIES	27.1	27.3	26.3	27.2	27.1	25.1	34.7	29.0	27.0	26.7	39.2	29.6	23.1
HOBBY OR LEISURE BOOKS	61.6	60.2	63.5	64.3	58.3	63.9	71.6	69.6	62.6	49.6	75.3	65.7	56.5
CURRENT EVENTS	47.9	45.1	53.9	51.2	48.1	47.9	47.4	56.5	46.8	45.2	57.0	47.8	46.9
MYSTERIES, SCIENCE FICTION	42.9	40.8	48.5	44.1	38.5	45.9	55.8	50.0	42.4	38.5	54.4	48.1	38.1
AUDIO-VISUAL													
RECORDS OR TAPES	40.6	38.8	42.5	44.1	41.5	36.3	51.6	50.0	40.2	31.1	56.3	46.6	35.4
PRINTS OR SCULPTURE	20.2	22.5	12.0	20.2	23.7	15.8	17.9	22.5	20.9	14.8	22.8	22.9	18.8
MOVIE FILM	32.9	31.4	34.1	36.2	32.3	29.3	49.5	44.9	31.4	26.7	53.2	36.1	27.6

PREFER PURCHASE OR BORROW BOOK
INTEREST IN LIBRARY BORROWING

TABLE 112

	TOTAL	AUDIO-VISUAL EQUIPMENT OWNERSHIP: PHONO/ STEREO	AUDIO-VISUAL EQUIPMENT OWNERSHIP: MOVIE PROJEC -TOR	AUDIO-VISUAL EQUIPMENT OWNERSHIP: COLOR SLIDE PRJCTR	RECORD OWNERSHIP: 65 OR MORE	RECORD OWNERSHIP: 16 TO 64	RECORD OWNERSHIP: 15 OR LESS	ADULT BOOK OWNERSHIP: 65 OR MORE	ADULT BOOK OWNERSHIP: 16 TO 64	ADULT BOOK OWNERSHIP: 15 OR LESS	NUMBER OF BOOKS USED IN 3 MONTHS: 6 OR MORE	NUMBER OF BOOKS USED IN 3 MONTHS: 1 TO 5	NUMBER OF BOOKS USED IN 3 MONTHS: NONE
WEIGHTED BASE	970 100.0	840 100.0	344 100.0	284 100.0	300 100.0	354 100.0	285 100.0	468 100.0	306 100.0	181 100.0	279 100.0	365 100.0	311 100.0
PREFER PURCHASE OR BORROW BOOK													
BORROW	35.2	35.1	36.9	35.2	39.3	33.9	34.7	35.0	38.2	32.0	33.3	41.4	28.6
BUY	46.8	48.7	49.1	50.7	48.7	52.0	38.6	51.5	50.7	29.8	53.0	48.2	39.5
NO PREFERENCE	11.9	11.2	11.0	10.9	8.3	11.3	16.8	10.9	8.2	21.0	12.9	8.2	15.8
DON'T KNOW	6.2	5.0	2.9	3.2	3.7	2.8	9.8	2.6	2.9	17.1	.7	2.2	16.1
INTEREST IN LIBRARY BORROWING													
BOOK TYPE													
CURRENT BEST SELLERS	56.5	57.9	63.7	57.4	55.0	61.6	56.8	60.9	59.2	43.6	57.0	62.7	47.6
OLD CLASSICS	42.6	43.7	41.6	51.1	49.0	44.4	35.8	51.5	40.5	23.8	53.0	44.7	28.9
HOUSE PROJECT BOOKS	49.6	50.1	52.6	48.6	49.3	52.5	49.1	49.6	56.9	40.3	49.1	51.8	46.9
TECHNICAL BOOKS FOR JOB	47.4	49.5	54.1	50.0	49.7	53.7	40.7	55.6	47.1	29.8	55.6	54.2	30.5
BOOKS FOR ORGANIZATION ACTIVITIES	27.1	28.0	30.8	28.9	28.3	31.1	22.1	29.1	30.4	18.2	27.6	34.5	17.7
HOBBY OR LEISURE BOOKS	61.6	64.6	69.8	66.2	70.3	61.0	56.1	65.6	67.6	43.6	69.5	67.7	46.0
CURRENT EVENTS	47.9	48.2	53.8	51.1	51.3	51.7	42.1	57.5	45.8	29.8	62.7	54.8	25.4
MYSTERIES, SCIENCE FICTION	42.9	45.5	49.4	41.9	49.7	47.2	31.2	46.6	41.2	37.0	49.8	48.8	28.0
AUDIO-VISUAL													
RECORDS OR TAPES	40.6	42.5	41.6	44.0	40.3	50.3	30.2	41.7	46.1	30.4	39.4	47.7	33.1
PRINTS OR SCULPTURE	20.7	21.8	20.3	20.8	25.7	22.9	11.9	23.7	19.6	12.7	22.2	24.7	12.9
MOVIE FILM	32.9	35.4	39.5	37.0	42.3	35.3	21.4	36.1	34.3	24.9	32.6	43.3	21.9

PREFER PURCHASE OR BORROW BOOK
INTEREST IN LIBRARY BORROWING

TABLE 113

		LIBRARY CARD OWNER.			FREQUENCY OF LIBRARY USE			IMPORTANCE OF LIBRARY			FINDING LIBRARY BOOKS		
	TOTAL	RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	NON-USER	MODER-ATE USER	FRE-QUENT USER	GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	LOOK FOR SELF	LIBRAR-IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970	353	464	343	526	255	179	263	225	454	671	177	122
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PREFER PURCHASE OR BORROW BOOK													
BORROW	35.2	48.7	40.9	22.2	25.7	38.0	58.7	53.6	43.1	20.5	36.8	41.8	16.4
BUY	46.8	38.2	43.8	53.6	53.4	46.3	27.4	31.6	41.8	60.8	50.1	46.3	29.5
NO PREFERENCE	11.9	11.9	10.6	14.0	12.4	11.8	11.2	12.5	12.0	11.9	9.8	7.9	28.7
DON'T KNOW	6.2	1.1	4.7	10.2	8.6	3.9	2.8	2.3	3.1	6.8	3.3	4.0	25.4
INTEREST IN LIBRARY BORROWING													
BOOK TYPE													
CURRENT BEST SELLERS	56.5	61.5	56.7	56.6	53.4	54.5	67.6	58.9	61.8	55.1	59.6	62.1	31.1
OLD CLASSICS	42.6	55.8	44.0	32.7	33.7	53.7	52.5	59.7	52.4	29.1	45.3	39.5	32.0
HOUSE PROJECT BOOKS	49.6	49.9	50.9	48.1	50.0	47.1	51.4	59.7	52.4	42.7	53.1	49.7	30.3
TECHNICAL BOOKS FOR JOB	47.4	53.8	55.4	34.1	40.1	60.8	50.3	60.5	55.1	36.6	50.8	44.6	32.8
BOOKS FOR ORGANIZATION ACTIVITIES	27.1	28.3	28.4	25.7	25.1	29.0	29.1	37.6	30.2	20.3	28.9	23.2	23.0
HOBBY OR LEISURE BOOKS	61.6	68.8	65.7	52.8	54.8	67.5	73.2	73.4	70.2	51.5	66.5	58.2	40.2
CURRENT EVENTS	47.9	54.7	51.3	41.1	42.4	53.7	56.4	62.0	50.2	40.7	50.1	53.1	28.7
MYSTERIES, SCIENCE FICTION	42.9	47.0	47.8	35.9	38.4	44.7	52.0	49.0	51.6	36.3	45.6	41.8	29.5
AUDIO-VISUAL													
RECORDS OR TAPES	40.6	44.5	46.8	32.1	37.8	41.2	50.3	54.4	39.6	33.3	42.6	44.6	23.8
PRINTS OR SCULPTURE	20.2	27.9	19.2	17.8	17.5	22.7	25.7	28.1	28.0	12.3	22.7	15.8	13.1
MOVIE FILM	32.9	36.3	36.2	28.6	30.6	35.7	37.4	38.8	34.7	29.5	36.7	29.4	17.2

PREFER PURCHASE OR BORROW BOOK
INTEREST IN LIBRARY BORROWING

TABLE 114

	TOTAL	COMMUNITY GROUP LEADER		LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR			
		YES	NO	VERY LIKELY	LIKELY LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970 100.0	296 100.0	674 100.0	308 100.0	172 100.0	168 100.0	305 100.0
PREFER PURCHASE OR BORROW BOOK							
BORROW	35.2	38.5	33.7	51.0	39.5	20.8	23.9
BUY	46.8	43.9	48.1	34.7	44.2	66.7	49.2
NO PREFERENCE	11.9	14.2	10.8	11.0	14.5	7.1	14.4
DON'T KNOW	6.2	3.4	7.4	3.2	1.7	5.4	12.5
INTEREST IN LIBRARY BORROWING							
BOOK TYPE							
CURRENT BEST SELLERS	56.5	65.9	52.4	62.3	61.6	53.6	49.8
OLD CLASSICS	42.6	52.4	38.3	55.8	48.8	39.9	26.6
HOUSE PROJECT BOOKS	49.6	51.4	48.8	53.2	55.8	54.8	38.0
TECHNICAL BOOKS FOR JOB	47.4	54.7	44.2	56.5	53.5	56.5	30.2
BOOKS FOR ORGANIZATION ACTIVITIES	27.1	44.9	19.3	34.7	27.3	26.8	19.3
HOBBY OR LEISURE BOOKS	61.6	66.2	59.6	74.4	66.9	56.5	48.9
CURRENT EVENTS	47.9	57.4	43.8	56.8	58.7	50.0	31.8
MYSTERIES, SCIENCE FICTION	42.9	38.7	45.0	50.0	44.8	43.5	34.1
AUDIO-VISUAL							
RECORDS OR TAPES	40.6	43.9	39.2	51.0	41.9	33.3	32.8
PRINTS OR SCULPTURE	20.2	24.3	18.4	27.9	28.5	14.3	10.5
MOVIE FILM	32.9	36.8	31.2	35.4	39.0	29.2	28.9

INTEREST IN LIBRARY SERVICES
INTERLIBRARY LOAN PRIVILEGES

TABLE 115

	TOTAL	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL GRAD	EDUCATION: LESS THAN H.S. GRAD	FAMILY INCOME: $20M & OVER	FAMILY INCOME: $15M-$19999	FAMILY INCOME: $10M-$14999	FAMILY INCOME: UNDER $10M
WEIGHTED BASE	970	456	514	296	256	384	244	424	298	266	188	152	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INTEREST IN LIBRARY SERVICES													
ADULT EDUCATION CLASSES	55.8	51.8	59.3	64.5	57.8	46.9	60.7	57.8	48.7	56.4	66.5	64.5	39.4
ART EXHIBITS	46.0	39.3	51.9	49.3	48.0	43.2	61.1	44.3	35.6	52.6	48.4	43.4	36.5
CHILDREN'S BOOK SECTION	42.9	35.3	49.6	55.4	59.0	24.0	43.4	43.9	40.9	45.9	56.4	40.8	28.8
CHILDREN'S SERVICES OTHER THAN BOOKS	40.6	34.4	46.1	57.8	50.4	22.4	39.8	41.7	39.9	42.1	55.9	40.1	24.7
READING OR HOBBY CLUBS	46.4	41.4	50.8	52.4	52.7	37.2	44.3	50.7	41.9	42.5	55.9	52.6	37.6
CONCERTS, OTHER MUSIC	49.9	47.1	52.3	60.1	50.4	41.7	66.4	45.8	42.3	56.8	58.0	44.7	45.3
MUSIC LISTENING ROOM	44.0	42.5	45.3	51.4	48.4	36.2	45.9	44.6	41.9	48.5	45.7	46.7	31.2
LECTURES & DISCUSSIONS	48.2	44.3	51.8	50.3	50.0	46.1	54.5	50.7	39.9	53.8	48.9	48.7	45.3
GENERAL MOVIES	58.6	55.3	61.5	72.3	57.4	50.0	57.8	58.3	59.4	61.7	65.4	60.5	50.6
REFERENCE BOOK SECTION	69.6	71.5	67.9	82.4	80.1	54.9	86.1	75.0	48.7	85.0	80.3	64.5	45.3
NEWSPAPER SECTION	46.5	51.8	41.8	54.4	47.7	39.6	52.0	44.8	44.3	52.3	46.3	40.8	43.5
MAGAZINES & TECHNICAL JOURNAL SECTION	53.2	56.1	50.6	68.2	54.7	41.4	65.2	53.8	42.6	63.2	55.9	46.7	39.4
HELP IN OBTAINING NEEDED INFORMATION	77.6	79.2	76.3	92.2	79.7	65.1	87.7	81.6	63.4	81.2	88.3	82.9	56.5
INTERLIBRARY LOAN PRIVILEGES AT YOUR LIBRARY													
YES	48.7	42.3	54.3	52.4	51.6	42.4	60.7	50.0	37.2	52.3	49.5	53.3	27.6
NO	7.3	8.8	6.0	13.5	6.3	3.9	9.8	7.3	5.4	8.3	6.9	7.9	7.6
DON'T KNOW	44.0	48.9	39.7	34.1	42.2	53.6	29.5	42.7	57.4	39.5	43.6	38.8	64.7

INTEREST IN LIBRARY SERVICES
INTERLIBRARY LOAN PRIVILEGES

TABLE 116

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER				OCCUPATION OF RESPONDENT				RACE		
		PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970 100.0	250 100.0	115 100.0	350 100.0	182 100.0	155 100.0	141 100.0	215 100.0	322 100.0	758 100.0	69 100.0	25 100.0
INTEREST IN LIBRARY SERVICES												
ADULT EDUCATION CLASSES	55.8	56.8	57.4	65.1	34.6	52.9	65.2	59.5	53.1	55.1	68.1	40.0
ART EXHIBITS	46.0	56.4	42.6	46.9	32.4	55.5	44.0	41.4	43.8	46.3	49.3	32.0
CHILDREN'S BOOK SECTION	42.9	50.0	35.7	57.4	14.8	50.3	41.1	46.5	38.8	42.3	55.1	32.0
CHILDREN'S SERVICES OTHER THAN BOOKS	40.6	46.0	37.4	53.7	14.3	44.5	44.0	45.6	37.0	39.4	55.1	44.0
READING OR HOBBY CLUBS	46.4	39.6	52.2	56.3	33.5	38.1	55.3	51.6	41.0	46.7	50.7	48.0
CONCERTS, OTHER MUSIC	49.9	56.8	53.9	48.3	40.7	65.8	53.2	46.0	43.5	49.2	60.9	32.0
MUSIC LISTENING ROOM	44.0	41.6	53.0	48.6	31.3	43.2	61.7	39.5	38.8	42.1	47.8	36.0
LECTURES & DISCUSSIONS	48.7	47.2	62.6	46.6	41.8	53.5	57.4	39.1	46.6	48.8	55.1	24.0
GENERAL MOVIES	58.6	57.6	65.2	65.7	43.4	58.1	70.2	60.0	53.1	59.4	65.2	40.0
REFERENCE BOOK SECTION	69.6	81.7	72.2	74.0	44.5	87.1	78.7	64.7	61.2	71.0	60.9	28.0
NEWSPAPER SECTION	46.5	42.4	57.4	49.7	38.5	43.9	58.2	50.7	42.9	46.2	52.2	48.0
MAGAZINES & TECHNICAL JOURNAL SECTION	53.7	61.6	58.3	52.9	35.2	65.8	63.1	53.0	44.1	53.0	49.3	48.0
HELP IN OBTAINING NEEDED INFORMATION	77.6	86.8	73.0	83.1	58.8	87.7	81.6	77.7	72.0	79.2	69.6	60.0
INTERLIBRARY LOAN PRIVILEGES AT YOUR LIBRARY												
YES	48.7	59.6	55.7	46.0	33.5	57.4	52.5	46.0	44.7	48.7	47.8	40.0
NO	7.3	6.4	3.5	9.1	6.0	8.4	5.7	8.4	5.9	7.1	13.0	
DON'T KNOW	44.0	34.0	40.9	44.9	60.4	34.2	41.8	45.6	49.4	44.2	39.1	60.0

INTEREST IN LIBRARY SERVICES
INTERLIBRARY LOAN PRIVILEGES

TABLE 117

		SECTION OF STATE			TYPE OF COMMUNITY			MARITAL STATUS			PARENT STATUS		
	TOTAL	NORTH -EAST	NORTH -WEST /CNTRL	SOUTH	URBAN	SUB- URBAN	RURAL	NEVER MAR- RIED	MAR- RIED	WIDOW /DVRCD /SPRTD	PRE- SCHOOL CHLDRN	SCHOOL AGE	NEI- THER
WEIGHTED BASE	970 100.0	590 100.0	167 100.0	213 100.0	520 100.0	355 100.0	95 100.0	138 100.0	681 100.0	135 100.0	158 100.0	341 100.0	554 100.0
INTEREST IN LIBRARY SERVICES													
ADULT EDUCATION CLASSES	55.8	56.6	53.9	54.9	60.6	48.5	56.8	52.2	56.8	56.3	73.4	60.4	49.8
ART EXHIBITS	46.0	50.0	41.9	38.0	46.5	46.2	42.1	59.4	43.5	45.2	51.3	48.7	43.7
CHILDREN'S BOOK SECTION	42.9	43.7	38.9	43.7	41.5	43.4	48.4	21.7	49.6	33.3	91.8	66.9	21.7
CHILDREN'S SERVICES OTHER THAN BOOKS	40.6	39.2	42.5	43.2	40.4	40.0	44.2	22.5	47.0	28.9	95.6	60.4	20.4
READING OR HOBBY CLUBS	46.4	46.1	43.1	49.8	46.3	44.8	52.6	45.7	47.1	41.5	57.6	50.4	42.6
CONCERTS, OTHER MUSIC	49.9	48.1	50.9	54.0	48.7	52.1	48.4	67.4	45.1	56.3	54.4	47.5	50.0
MUSIC LISTENING ROOM	44.0	44.4	36.5	48.8	45.6	42.8	40.0	63.0	40.2	44.4	54.4	42.2	44.0
LECTURES & DISCUSSIONS	48.2	48.8	47.3	47.4	48.8	48.2	45.3	47.8	47.4	54.1	50.0	49.6	47.5
GENERAL MOVIES	58.6	57.8	66.5	54.5	60.4	54.4	64.2	72.5	56.8	57.0	69.0	60.1	55.6
REFERENCE BOOK SECTION	69.6	69.2	71.9	69.0	64.2	76.1	74.7	79.0	71.7	52.6	89.9	80.6	60.3
NEWSPAPER SECTION	46.5	42.5	52.1	53.1	46.7	46.2	46.3	57.2	44.5	46.7	53.2	47.5	43.9
MAGAZINES & TECHNICAL JOURNAL SECTION	53.2	49.7	61.1	56.8	52.7	53.8	53.7	65.9	52.0	45.9	67.7	54.8	49.6
HELP IN OBTAINING NEEDED INFORMATION	77.6	74.6	84.4	80.8	75.2	82.0	74.7	89.9	79.6	57.8	90.5	83.6	72.4
INTERLIBRARY LOAN PRIVILEGES AT YOUR LIBRARY													
YES	48.7	44.9	55.7	53.5	48.1	47.9	54.7	54.3	47.3	53.3	65.2	54.0	43.9
NO	7.3	7.3	5.4	8.9	7.5	7.0	7.4	15.2	6.2	2.2	7.0	7.3	7.0
DON'T KNOW	44.0	47.8	38.9	37.6	44.4	45.1	37.9	30.4	46.5	44.4	27.8	38.7	49.1

INTERFST IN LIBRARY SERVICES
INTERLIBRARY LOAN PRIVILEGES

TABLE 118

	TOTAL	AUDIO-VISUAL EQUIPMENT OWNERSHIP: PHONO/ STEREO	MOVIE PROJEC-TOR	COLOR SLIDE PRJCTR	RECORD OWNERSHIP: 65 OR MORE	16 TO 64	15 OR LESS	ADULT BOOK OWNERSHIP: 65 OR MORE	16 TO 64	15 OR LESS	NUMBER OF BOOKS USED IN 3 MONTHS: 6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970	840	344	284	300	354	285	468	306	181	279	365	311
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
INTEREST IN LIBRARY SERVICES													
ADULT EDUCATION CLASSES	55.8	58.5	62.2	52.8	56.7	66.4	43.9	57.5	61.8	43.6	54.5	63.3	49.5
ART EXHIBITS	46.0	47.1	43.6	52.8	53.3	45.8	40.7	56.6	40.5	29.3	59.1	48.5	30.9
CHILDREN'S BOOK SECTION	42.9	47.3	44.8	43.7	47.7	48.0	31.6	44.2	44.1	37.0	43.7	48.2	36.0
CHILDREN'S SERVICES OTHER THAN BOOKS	40.6	45.0	42.4	37.3	45.3	46.6	29.1	40.2	44.4	34.3	37.6	46.6	36.0
READING OR HOBBY CLUBS	46.4	48.2	51.2	44.7	50.0	48.3	42.5	48.7	45.8	43.1	47.0	51.0	39.9
CONCERTS, OTHER MUSIC	49.9	51.8	54.4	58.1	56.7	53.7	40.4	60.3	46.1	30.9	59.9	53.7	34.7
MUSIC LISTENING ROOM	44.0	45.1	44.8	41.2	47.3	49.2	38.2	46.4	45.1	38.1	42.7	48.8	39.5
LECTURES & DISCUSSIONS	48.2	49.3	54.1	52.8	53.7	49.7	42.8	57.1	47.4	28.2	59.1	52.3	32.8
GENERAL MOVIES	58.6	61.0	62.8	57.4	61.0	66.1	47.4	58.8	63.4	51.9	55.9	67.7	50.2
REFERENCE BOOK SECTION	69.6	73.1	78.2	81.0	81.7	75.1	53.0	81.8	65.7	48.6	85.7	76.7	46.3
NEWSPAPER SECTION	46.5	47.3	45.9	46.8	45.7	50.3	43.9	50.2	45.8	39.8	46.2	53.4	37.3
MAGAZINES & TECHNICAL JOURNAL SECTION	53.2	55.5	58.7	59.5	55.3	58.8	46.0	59.2	54.9	37.6	59.9	58.9	40.8
HELP IN OBTAINING NEEDED INFORMATION	77.6	80.7	82.0	82.4	81.3	85.0	68.1	83.5	78.1	64.6	86.7	81.6	63.7
INTERLIBRARY LOAN PRIVILEGES AT YOUR LIBRARY													
YES	48.7	49.0	49.4	58.5	54.7	48.3	43.5	53.4	50.3	34.8	55.2	55.3	35.0
NO	7.3	8.3	7.0	7.4	11.7	9.0	1.4	8.5	8.5	2.8	13.3	6.6	3.2
DON'T KNOW	44.0	42.6	43.6	34.2	33.7	42.7	55.1	38.0	41.2	62.4	31.5	38.1	61.7

INTEREST IN LIBRARY SERVICES
INTERLIBRARY LOAN PRIVILEGES

TABLE 119

	TOTAL	LIBRARY CARD OWNER. RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	FREQUENCY OF LIBRARY USE NON-USER	MODER-ATE USER	FRE-QUENT USER	IMPORTANCE OF LIBRARY GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	FINDING LIBRARY BOOKS LOOK FOR SELF	LIBRAR-IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970 100.0	353 100.0	464 100.0	343 100.0	526 100.0	255 100.0	179 100.0	263 100.0	225 100.0	454 100.0	671 100.0	177 100.0	122 100.0
INTEREST IN LIBRARY SERVICES													
ADULT EDUCATION CLASSES	55.8	58.6	60.8	49.0	54.4	56.9	58.7	66.5	53.8	50.9	56.9	65.5	35.2
ART EXHIBITS	46.0	56.1	51.1	35.3	39.4	52.5	55.9	60.5	48.0	38.5	47.5	50.8	30.3
CHILDREN'S BOOK SECTION	47.9	50.1	50.2	31.8	35.9	45.9	59.2	58.6	45.8	33.9	43.1	53.7	26.2
CHILDREN'S SERVICES OTHER THAN BOOKS	40.6	42.8	47.6	30.6	35.9	46.3	48.0	53.2	45.8	31.9	41.0	48.6	27.0
READING OR HOBBY CLUBS	46.4	47.9	49.4	43.1	44.9	42.4	57.0	58.2	51.6	38.8	48.9	46.3	32.8
CONCERTS, OTHER MUSIC	49.9	62.3	54.3	38.2	44.5	54.9	59.2	65.4	53.8	39.4	51.6	50.8	39.3
MUSIC LISTENING ROOM	44.0	50.4	48.5	33.5	42.4	47.8	45.3	55.5	44.9	37.2	45.3	51.4	26.2
LECTURES & DISCUSSIONS	48.2	55.5	49.1	44.0	42.4	54.1	54.7	58.2	60.4	36.8	48.6	53.7	38.5
GENERAL MOVIES	58.6	64.9	65.9	49.4	55.5	57.6	68.2	66.2	68.0	50.0	57.7	69.5	47.5
REFERENCE BOOK SECTION	69.6	89.2	77.6	51.0	53.0	88.2	90.5	85.6	85.8	55.5	76.2	66.1	38.5
NEWSPAPER SECTION	46.5	48.7	48.5	43.4	42.0	51.8	50.8	61.2	50.7	37.7	47.7	49.2	36.1
MAGAZINES & TECHNICAL JOURNAL SECTION	53.2	60.1	56.3	44.3	44.1	60.0	69.3	66.2	62.7	43.4	56.2	55.4	33.6
HELP IN OBTAINING NEEDED INFORMATION	77.6	87.8	84.9	65.0	66.5	90.6	91.1	90.1	89.8	67.0	84.2	74.0	46.7
INTERLIBRARY LOAN PRIVILEGES AT YOUR LIBRARY													
YES	48.7	63.5	53.7	33.8	38.6	53.7	73.2	65.8	59.1	34.1	50.1	52.0	36.1
NO	7.3	10.8	9.3	3.2	4.6	12.9	7.8	9.9	9.3	5.1	8.6	5.6	2.5
DON'T KNOW	44.0	25.8	37.1	63.0	56.8	33.3	19.0	24.3	31.6	60.8	41.3	42.4	61.5

INTEREST IN LIBRARY SERVICES
INTERLIBRARY LOAN PRIVILEGES

TABLE 120

	TOTAL	COMMUNITY GROUP LEADER		LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR			
		YES	NO	VERY LIKELY	LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970 100.0	296 100.0	674 100.0	308 100.0	172 100.0	168 100.0	305 100.0
INTEREST IN LIBRARY SERVICES							
ADULT EDUCATION CLASSES	55.8	57.4	55.0	59.7	60.5	58.9	46.2
ART EXHIBITS	46.0	51.7	43.5	57.8	57.0	36.9	33.8
CHILDREN'S BOOK SECTION	42.9	47.3	40.9	57.1	52.9	33.3	28.5
CHILDREN'S SERVICES OTHER THAN BOOKS	40.6	44.3	[illegible]	51.9	51.2	32.1	28.5
READING OR HOBBY CLUBS	46.4	53.4	43.3	52.3	59.9	41.1	35.7
CONCERTS, OTHER MUSIC	49.9	59.5	45.7	58.8	55.8	45.2	40.3
MUSIC LISTENING ROOM	44.0	49.0	41.8	47.4	55.8	36.9	37.7
LECTURES & DISCUSSIONS	48.2	57.1	44.4	58.8	61.0	44.0	33.4
GENERAL MOVIES	58.6	62.5	56.8	64.6	70.3	52.4	49.2
REFERENCE BOOK SECTION	69.6	79.4	65.3	88.0	87.8	63.7	43.9
NEWSPAPER SECTION	46.5	47.0	46.3	54.5	56.4	45.8	33.1
MAGAZINES & TECHNICAL JOURNAL SECTION	53.2	59.5	50.4	70.8	58.7	53.0	31.8
HELP IN OBTAINING NEEDED INFORMATION	77.6	85.5	74.2	90.3	91.3	78.6	56.7
INTERLIBRARY LOAN PRIVILEGES AT YOUR LIBRARY							
YES	48.7	61.8	[illegible]	65.6	53.5	38.7	34.4
NO	7.3	7.8	7.1	12.0	7.0	5.4	3.6
DON'T KNOW	44.0	30.4	50.0	22.4	39.5	56.0	62.0

JOB SCHOOL DID IN LIBRARY USE TRAINING
REASON FOR RATING SCHOOL THUS

TABLE 121

		SEX		AGE			EDUCATION			FAMILY INCOME			
	TOTAL	MEN	WOMEN	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COL-LEGE	HIGH SCHOOL GRAD	LESS THAN H.S. GRAD	$20M & OVER	$15M-$19999	$10M-$14999	UNDER $10M
WEIGHTED BASE	970	456	514	296	256	384	244	424	298	266	188	152	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
JOB SCHOOL DID IN LIBRARY USE TRAINING													
EXCELLENT	19.1	15.4	22.4	22.0	17.6	19.3	21.3	22.6	12.4	21.4	20.7	18.4	15.9
GOOD	31.4	28.1	34.4	32.8	32.8	29.4	30.[illegible]	34.7	27.2	38.0	32.4	25.0	22.4
FAIR	17.3	19.5	15.4	26.0	20.7	8.6	18.0	21.2	11.4	16.2	27.7	21.7	11.8
POOR	10.5	11.0	10.1	9.8	12.1	9.1	14.8	9.2	9.1	11.7	6.9	10.5	8.2
BAD	7.7	11.4	4.5	6.1	6.6	9.9	8.6	6.1	9.4	5.6	7.4	9.2	11.8
DON'T KNOW	13.9	14.7	13.2	3.4	10.2	23.7	6.6	6.1	30.5	7.1	4.8	15.1	30.0
REASON FOR RATING SCHOOL THUS													
FAVORABLE ANSWERS													
MUCH EXPOSURE GIVEN TO LIBRARIES	22.9	18.0	27.2	19.6	21.9	26.8	21.7	26.2	19.5	24.1	23.4	21.1	22.4
SPECIFIC TRAINING OR CLASSES	20.7	18.2	23.0	27.0	25.0	13.8	27.0	25.7	8.7	31.6	28.2	13.2	7.1
SUFFICIENT BACKGROUND-STILL POSSESS KNOWLEDGE	7.6	9.0	6.4	14.9	7.8	2.3	10.2	6.6	6.4	9.0	6.9	9.9	2.4
MISCELLANEOUS	.2	.4				.5			.7				
UNFAVORABLE ANSWERS													
NOT ENCOURAGED TO USE	12.3	13.6	11.1	13.2	16.8	7.0	11.9	15.6	8.1	11.3	12.2	13.8	9.4
INSUFFICIENT/NO EMPHASIS AS HOW TO USE	16.6	19.7	13.8	23.3	13.3	14.1	20.9	17.9	11.4	16.9	23.9	20.4	11.2
HAD TO TEACH SELF	2.4	2.4	2.3	1.0	4.7	2.1	2.9	2.8	1.3	3.0	2.7		1.8
HAD NO LIBRARY IN PUBLIC SCHOOL	8.0	11.0	5.4	2.0	7.8	13.5	4.9	1.7	19.5	4.5	2.7	13.2	20.0
MISCELLANEOUS	.1		.2	.3			.4					.7	
DON'T KNOW	14.8	11.4	17.9	6.8	8.6	24.0	7.0	9.9	28.2	6.8	7.4	11.8	30.0

JOB SCHOOL DID IN LIBRARY USE TRAINING
REASON FOR RATING SCHOOL THUS

TABLE 122

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER: PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	OCCUPATION OF RESPONDENT: PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	RACE: WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970 100.0	250 100.0	115 100.0	350 100.0	182 100.0	155 100.0	141 100.0	215 100.0	322 100.0	758 100.0	69 100.0	25 100.0
JOB SCHOOL DID IN LIBRARY USE TRAINING												
EXCELLENT	19.1	18.0	31.3	17.7	17.6	20.0	19.9	17.7	17.7	19.0	21.7	8.0
GOOD	31.4	36.0	37.4	31.7	19.2	32.3	41.1	28.4	28.0	31.5	30.4	24.0
FAIR	17.3	20.8	10.4	21.7	8.8	20.6	17.0	27.9	10.9	16.8	23.2	28.0
POOR	10.5	11.2	8.7	10.9	6.6	16.8	7.8	6.0	10.6	11.5	1.4	
BAD	7.7	8.0	5.2	6.9	12.6	7.7	5.7	7.9	10.2	8.4		
DON'T KNOW	13.9	6.0	7.0	11.1	35.2	2.6	8.5	12.1	22.7	12.8	23.2	40.0
REASON FOR RATING SCHOOL THUS												
FAVORABLE ANSWERS												
MUCH EXPOSURE GIVEN TO LIBRARIES	22.9	21.2	37.4	21.7	21.4	23.2	27.0	19.1	25.2	25.2	24.6	4.0
SPECIFIC TRAINING OR CLASSES	20.7	26.8	32.2	19.4	8.2	27.1	31.2	16.7	14.6	20.6	30.4	8.0
SUFFICIENT BACKGROUND-STILL POSSESS KNOWLEDGE	7.6	8.4	7.8	9.7	.5	9.0	7.1	10.7	6.2	6.9	4.3	24.0
MISCELLANEOUS	.2	.8				1.3						
UNFAVORABLE ANSWERS												
NOT ENCOURAGED TO USE	12.3	15.2	7.0	12.3	8.8	16.1	14.2	14.0	9.9	11.9	11.6	12.0
INSUFFICIENT/NO EMPHASIS AS HOW TO USE	16.6	19.2	12.2	19.4	11.5	16.8	15.6	18.6	16.5	17.3	10.1	
HAD TO TEACH SELF	2.4	2.4	2.6	1.4	2.7	1.9	3.5	.9	3.4	2.2	1.4	
HAD NO LIBRARY IN PUBLIC SCHOOL	8.0	3.6	4.3	8.3	17.6	5.2	5.7	7.9	12.4	8.2	10.1	16.0
MISCELLANEOUS	.1	.4				.6				.1		
DON'T KNOW	14.8	7.6	6.1	12.9	34.1	5.2	5.7	15.3	18.0	12.5	21.7	40.0

JOB SCHOOL DID IN LIBRARY USE TRAINING
REASON FOR RATING SCHOOL THUS

TABLE 123

	TOTAL	SECTION OF STATE: NORTH-EAST	SECTION OF STATE: NORTH-WEST/CNTRL	SECTION OF STATE: SOUTH	TYPE OF COMMUNITY: URBAN	TYPE OF COMMUNITY: SUB-URBAN	TYPE OF COMMUNITY: RURAL	MARITAL STATUS: NEVER MAR-RIED	MARITAL STATUS: MAR-RIED	MARITAL STATUS: WIDOW/DVRCD/SPRTD	PARENT STATUS: PRE-SCHOOL CHLDRN	PARENT STATUS: SCHOOL AGE	PARENT STATUS: NEI-THER
WEIGHTED BASE	970	590	167	213	520	355	95	138	681	135	158	341	554
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
JOB SCHOOL DID IN LIBRARY USE TRAINING													
EXCELLENT	19.1	18.3	14.4	24.9	15.6	22.8	24.2	18.8	19.4	20.0	19.0	17.6	19.3
GOOD	31.4	32.7	38.3	22.5	31.2	33.0	27.4	42.8	27.3	40.7	27.8	33.4	30.9
FAIR	17.3	16.8	18.6	17.8	17.9	15.5	21.1	22.5	19.1	3.0	29.1	20.8	13.4
POOR	10.5	10.3	6.0	14.6	9.4	11.5	12.6	6.5	11.7	9.6	12.7	10.0	10.8
BAD	7.7	7.3	10.8	6.6	8.3	7.3	6.3	5.1	8.4	6.7	4.4	6.2	8.8
DON'T KNOW	13.9	14.6	12.0	13.6	17.7	9.9	8.4	4.3	14.1	20.0	7.0	12.0	16.8
REASON FOR RATING SCHOOL THUS													
FAVORABLE ANSWERS													
MUCH EXPOSURE GIVEN TO LIBRARIES	22.9	22.4	26.9	21.1	18.7	27.0	30.5	18.1	22.3	32.6	18.4	24.0	21.8
SPECIFIC TRAINING OR CLASSES	20.7	22.5	22.8	14.1	20.2	22.5	16.8	22.5	21.6	14.8	22.2	26.1	17.7
SUFFICIENT BACKGROUND-STILL POSSESS KNOWLEDGE	7.6	6.1	8.4	11.3	7.3	8.7	5.3	18.8	6.6	1.5	15.8	7.0	6.7
MISCELLANEOUS	.2	.3				.6				1.5			.4
UNFAVORABLE ANSWERS													
NOT ENCOURAGED TO USE	12.3	12.9	11.4	11.3	12.3	13.5	7.4	11.6	12.9	10.4	17.1	14.1	11.6
INSUFFICIENT/NO EMPHASIS AS HOW TO USE	16.6	14.9	18.0	20.2	14.6	17.5	24.2	20.3	17.3	8.1	21.5	15.0	16.1
HAD TO TEACH SELF	2.4	1.5	1.8	5.2	2.9	1.4	3.2	2.9	2.5	1.5	1.9	3.8	1.8
HAD NO LIBRARY IN PUBLIC SCHOOL	8.0	9.3	9.6	3.3	10.0	5.1	8.4		9.4	10.4	3.8	7.3	9.2
MISCELLANEOUS	.1	.2			.2			.7					.2
DON'T KNOW	14.8	15.6	8.4	17.8	18.8	10.1	10.5	8.7	14.1	21.5	8.2	10.6	18.6

JOB SCHOOL DID IN LIBRARY USE TRAINING
REASON FOR RATING SCHOOL THUS

TABLE 124

	TOTAL	AUDIO-VISUAL EQUIPMENT OWNERSHIP: PHONO/STEREO	AUDIO-VISUAL EQUIPMENT OWNERSHIP: MOVIE PROJECTOR	AUDIO-VISUAL EQUIPMENT OWNERSHIP: COLOR SLIDE PRJCTR	RECORD OWNERSHIP: 65 OR MORE	RECORD OWNERSHIP: 16 TO 64	RECORD OWNERSHIP: 15 OR LESS	ADULT BOOK OWNERSHIP: 65 OR MORE	ADULT BOOK OWNERSHIP: 16 TO 64	ADULT BOOK OWNERSHIP: 15 OR LESS	NUMBER OF BOOKS USED IN 3 MONTHS: 6 OR MORE	NUMBER OF BOOKS USED IN 3 MONTHS: 1 TO 5	NUMBER OF BOOKS USED IN 3 MONTHS: NONE
WEIGHTED BASE	970	840	344	284	300	354	285	468	306	181	279	365	311
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
JOB SCHOOL DID IN LIBRARY USE TRAINING													
EXCELLENT	19.1	19.8	20.9	22.2	16.7	20.1	21.4	19.0	19.9	18.2	21.9	19.2	16.4
GOOD	31.4	32.4	32.3	37.7	31.0	34.2	27.7	35.9	29.1	26.5	30.5	33.7	28.9
FAIR	17.3	18.7	20.1	15.5	26.0	17.5	9.1	16.9	23.2	8.3	18.6	21.6	10.9
POOR	10.5	11.1	8.7	9.2	9.7	17.4	10.2	13.0	8.8	7.2	11.5	9.9	10.9
BAD	7.7	7.1	7.6	7.4	7.7	6.8	8.8	7.3	6.9	11.0	9.7	7.9	5.5
DON'T KNOW	13.9	11.0	10.5	8.1	9.0	9.0	22.8	7.9	12.1	28.7	7.9	7.7	27.3
REASON FOR RATING SCHOOL THUS													
FAVORABLE ANSWERS													
MUCH EXPOSURE GIVEN TO LIBRARIES	22.0	22.6	23.3	31.0	20.0	21.8	28.4	24.4	19.0	26.5	21.9	19.2	27.0
SPECIFIC TRAINING OR CLASSES	20.7	22.3	23.8	26.8	23.7	22.6	16.8	25.2	21.2	9.9	27.2	22.2	12.5
SUFFICIENT BACKGROUND-STILL POSSESS KNOWLEDGE	7.6	8.0	7.3	7.7	7.3	11.3	4.2	9.4	7.5	3.9	8.6	10.4	2.9
MISCELLANEOUS	.2	.2		.7			.7		.7		.7		
UNFAVORABLE ANSWERS													
NOT ENCOURAGED TO USE	12.3	13.3	12.8	13.7	16.0	13.6	7.0	14.7	11.8	7.7	13.6	11.2	12.9
INSUFFICIENT/NO EMPHASIS AS HOW TO USE	16.6	16.9	15.4	11.3	19.0	16.9	14.7	16.7	18.6	13.8	21.5	20.0	8.7
HAD TO TEACH SELF	2.4	2.5	2.9	2.1	3.0	3.1	1.1	2.8	2.6	1.1	2.2	3.6	1.3
HAD NO LIBRARY IN PUBLIC SCHOOL	8.0	7.0	6.1	4.6	4.7	6.5	12.3	4.5	7.5	17.1	2.9	5.8	14.8
MISCELLANEOUS	.1	.1				.3		.2			.4		
DON'T KNOW	14.8	12.5	14.0	10.2	11.7	10.2	20.7	9.0	16.3	23.8	6.5	14.8	22.8

JOB SCHOOL DID IN LIBRARY USE TRAINING
REASON FOR RATING SCHOOL THUS

TABLE 125

		LIBRARY CARD OWNER.			FREQUENCY OF LIBRARY USE			IMPORTANCE OF LIBRARY			FINDING LIBRARY BOOKS		
	TOTAL	RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	NON-USER	MODER-ATE USER	FRE-QUENT USER	GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	LOOK FOR SELF	LIBRAR-IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970	353	464	343	526	255	179	263	225	454	671	177	122
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
JOB SCHOOL DID IN LIBRARY USE TRAINING													
EXCELLENT	19.1	22.7	17.7	19.5	19.6	14.9	21.2	20.5	20.0	18.7	19.4	22.0	13.1
GOOD	31.4	30.6	32.1	37.1	30.8	35.3	27.9	31.6	34.7	31.1	32.5	35.6	19.7
FAIR	17.3	20.7	20.7	17.5	12.0	23.9	24.0	22.4	22.7	12.8	20.4	13.6	5.7
POOR	10.5	9.9	12.1	9.0	10.3	9.8	12.8	13.7	10.7	9.0	9.8	11.9	12.3
BAD	7.7	6.2	6.3	9.9	7.8	8.6	6.7	5.3	5.8	9.9	7.7	6.8	9.0
DON'T KNOW	13.9	9.9	11.2	16.9	19.6	7.5	7.3	6.5	6.2	18.5	10.1	10.2	40.2
REASON FOR RATING SCHOOL THUS													
FAVORABLE ANSWERS													
MUCH EXPOSURE GIVEN TO LIBRARIES	22.9	24.1	20.9	26.8	23.0	21.2	24.0	29.7	20.9	20.9	24.1	23.2	15.6
SPECIFIC TRAINING OR CLASSES	20.7	27.8	24.4	14.0	16.7	24.3	25.7	23.6	28.0	16.5	21.8	22.6	12.3
SUFFICIENT BACKGROUND-STILL POSSESS KNOWLEDGE	7.6	9.1	9.3	5.8	5.7	10.6	8.4	10.3	9.3	5.7	7.5	10.2	4.9
MISCELLANEOUS	.2			.6	.4					.4	.3		
UNFAVORABLE ANSWERS													
NOT ENCOURAGED TO USE	12.3	13.9	14.4	8.2	11.4	14.1	12.3	17.[illegible]	9.8	10.8	12.4	9.0	16.4
INSUFFICIENT/NO EMPHASIS AS HOW TO USE	16.6	21.0	15.9	16.0	12.0	20.4	25.7	18.3	19.1	14.5	17.4	20.3	6.6
HAD TO TEACH SELF	2.4	2.8	3.4	.6	1.9	2.0	4.5	3.0	3.6	1.3	2.4	3.4	.8
HAD NO LIBRARY IN PUBLIC SCHOOL	8.0	3.7	4.5	13.1	11.8	3.9	3.4	2.7	7.1	10.8	6.4	10.2	13.9
MISCELLANEOUS	.1	.3					.6		.4				.8
DON'T KNOW	14.8	6.2	13.4	19.5	20.9	8.6	6.7	5.7	8.0	21.8	13.6	7.9	32.0

TABLE 126

JOB SCHOOL DID IN LIBRARY USE TRAINING
REASON FOR RATING SCHOOL THUS

	TOTAL	COMMUNITY GROUP LEADER: YES	COMMUNITY GROUP LEADER: NO	LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR: VERY LIKELY	LIKELY LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970 100.0	296 100.0	674 100.0	308 100.0	172 100.0	168 100.0	305 100.0
JOB SCHOOL DID IN LIBRARY USE TRAINING							
EXCELLENT	19.1	22.6	17.5	22.4	15.1	19.6	18.0
GOOD	31.4	29.4	32.3	27.3	39.5	32.1	30.8
FAIR	17.3	18.9	16.6	22.7	19.8	18.5	10.2
POOR	10.5	11.8	9.9	14.6	5.8	11.3	8.2
BAD	7.7	6.8	8.2	7.1	8.1	7.1	8.2
DON'T KNOW	13.9	10.5	15.4	5.8	11.6	11.3	24.6
REASON FOR RATING SCHOOL THUS							
FAVORABLE ANSWERS							
MUCH EXPOSURE GIVEN TO LIBRARIES	22.9	19.3	24.5	26.3	16.3	18.5	26.2
SPECIFIC TRAINING OR CLASSES	20.7	24.7	19.0	23.4	30.8	23.2	12.1
SUFFICIENT BACKGROUND-STILL POSSESS KNOWLEDGE	7.6	9.1	7.0	9.4	5.8	11.3	4.9
MISCELLANEOUS	.2	.7					.7
UNFAVORABLE ANSWERS							
NOT ENCOURAGED TO USE	12.3	13.9	11.6	13.0	14.0	16.7	8.2
INSUFFICIENT/NO EMPHASIS AS HOW TO USE	16.6	20.3	15.0	24.4	16.3	14.3	10.5
HAD TO TEACH SELF	2.4	3.0	2.1	4.5	1.2	1.2	1.0
HAD NO LIBRARY IN PUBLIC SCHOOL	8.0	6.1	8.9	3.9	1.7	7.1	15.4
MISCELLANEOUS	.1		.1	.3			
DON'T KNOW	14.8	10.8	16.6	6.8	16.3	13.7	22.3

LIBRARIES EASY OR DIFFICULT TO USE
REASON LIBRARIES DIFFICULT TO USE

TABLE 127

		SEX		AGE			EDUCATION			FAMILY INCOME			
	TOTAL	MEN	WOMEN	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COL-LEGE	HIGH SCHOOL GRAD	LESS THAN H.S. GRAD	$20M & OVER	$15M-$19999	$10M-$14999	UNDER $10M
WEIGHTED BASE	970	456	514	296	256	384	244	424	298	266	188	152	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARIES EASY OR DIFFICULT TO USE													
EASY	82.1	79.8	84.0	84.1	83.6	79.7	84.4	87.3	73.2	86.8	85.6	82.9	74.7
DIFFICULT	5.9	7.5	4.5	9.5	7.8	2.1	13.1	3.5	3.4	7.5	8.5	7.9	.6
INADEQUATE TRAINING IN SCHOOL	.3		.6		1.2		.4		.7	.4			
INADEQUATE INFORMATION AVAILABLE	.2	.2	.2	.7			.8				1.1		
CARD CATALOGUE FILING SYSTEM DIFFICULT	1.0	.9	1.2	2.4	1.2		2.0	1.2		.8	3.2	1.3	
TOO CONFUSING (GENERAL)	1.6	1.5	1.8	2.0	3.1	.3	4.9	.9		2.6	3.7	.7	
DON'T KNOW SYSTEM FOR LOCATION OF BOOKS	1.4	1.8	1.2	2.7	2.0	.3	2.9	.9	1.0	2.3	1.6	.7	
ADMINISTRATIVE NONSENSE	.2	.4		.7			.8			.4	.5		
PERSONAL UNFAMILIARITY	.9	2.0		1.7		1.0	1.2	.5	1.3	.4	.5	4.6	
LANGUAGE BARRIERS	.2	.4			.4	.3	.4		.3			.7	.6
MISCELLANEOUS	.4	.4	.4	.3	.8	.3	.8	.5		.8	1.1		
DON'T KNOW	.1	.2				.3	.4						
DON'T KNOW	12.1	12.7	11.5	6.4	8.6	18.2	2.5	9.2	23.5	5.6	5.9	9.2	24.7

LIBRARIES EASY OR DIFFICULT TO USE
REASON LIBRARIES DIFFICULT TO USE

TABLE 128

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER				OCCUPATION OF RESPONDENT				RACE		
		PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970 100.0	250 100.0	115 100.0	350 100.0	182 100.0	155 100.0	141 100.0	215 100.0	322 100.0	758 100.0	69 100.0	25 100.0
LIBRARIES EASY OR DIFFICULT TO USE												
EASY	82.1	83.6	89.6	82.3	73.1	81.3	85.1	82.3	80.1	83.4	84.1	56.0
DIFFICULT	5.9	10.8	1.7	6.0	2.7	12.9	5.0	4.7	5.3	6.5		4.0
INADEQUATE TRAINING IN SCHOOL	.3	.4		.6			.7		.6	.4		
INADEQUATE INFORMATION AVAILABLE	.2	.8				1.3						
CARD CATALOGUE FILING SYSTEM DIFFICULT	1.0	.8		2.0		.6	.7	.9	1.2	1.3		
TOO CONFUSING (GENERAL)	1.6	3.2	.9	1.7		3.2	.7	.5	2.2	1.7		4.0
DON'T KNOW SYSTEM FOR LOCATION OF BOOKS	1.4	3.6	.9	1.1		4.5	2.8	.9	.3	1.6		
ADMINISTRATIVE NONSENSE	.7	.8				1.3				.3		
PERSONAL UNFAMILIARITY	.9	.8		.6	2.7	1.3		.9	1.6	1.1		
LANGUAGE BARRIERS	.2			.6				.9		.3		
MISCELLANEOUS	.4	1.6				1.9			.3	.4		
DON'T KNOW	.1	.4				.6				.1		
DON'T KNOW	12.1	5.6	8.7	11.7	24.2	5.8	9.9	13.5	14.6	10.2	15.9	40.0

LIBRARIES EASY OR DIFFICULT TO USE
REASON LIBRARIES DIFFICULT TO USE

TABLE 129

		SECTION OF STATE			TYPE OF COMMUNITY			MARITAL STATUS			PARENT STATUS		
	TOTAL	NORTH -EAST	NORTH -WEST /CNTRL	SOUTH	URBAN	SUB-URBAN	RURAL	NEVER MAR-RIED	MAR-RIED	WIDOW /DVRCD /SPRTD	PRE-SCHOOL CHLDRN	SCHOOL AGE	NEI-THER
WEIGHTED BASE	970 100.0	590 100.0	167 100.0	213 100.0	520 100.0	355 100.0	95 100.0	138 100.0	681 100.0	135 100.0	158 100.0	341 100.0	554 100.0
LIBRARIES EASY OR DIFFICULT TO USE													
EASY	82.1	80.7	80.2	87.3	80.0	86.8	75.8	84.8	80.6	84.4	82.9	82.1	81.4
DIFFICULT	5.9	5.6	6.0	6.6	4.2	7.3	9.5	6.5	6.8	1.5	11.4	7.3	4.3
INADEQUATE TRAINING IN SCHOOL	.3	.5			.4	.3			.4			.9	
INADEQUATE INFORMATION AVAILABLE	.2	.2		.5	.4			.7	.1				.4
CARD CATALOGUE FILING SYSTEM DIFFICULT	1.0	.8	1.8	.9	.4	1.6	3.2		1.5		5.1	1.5	.2
TOO CONFUSING (GENERAL)	1.6	1.4	1.8	2.3	1.0	2.3	3.2	1.4	2.1		3.2	2.6	.9
DON'T KNOW SYSTEM FOR LOCATION OF BOOKS	1.4	1.5	.6	1.9	1.0	1.7	3.2	2.2	1.5	.7	4.4	2.1	.7
ADMINISTRATIVE NONSENSE	.2	.3			.2	.3		.7	.1				.4
PERSONAL UNFAMILIARITY	.9	.8	1.8	.5		2.5		1.4	1.0		1.3	.6	1.3
LANGUAGE BARRIERS	.2	.3			.4				.1	.7		.6	
MISCELLANEOUS	.4	.3		.9	.6	.3			.6				.7
DON'T KNOW	.1			.5	.2				.1				.2
DON'T KNOW	12.1	13.7	13.8	6.1	15.8	5.9	14.7	8.7	12.6	14.1	5.7	10.6	14.3

LIBRARIES EASY OR DIFFICULT TO USE
REASON LIBRARIES DIFFICULT TO USE

TABLE 130

		AUDIO-VISUAL EQUIPMENT OWNERSHIP			RECORD OWNERSHIP			ADULT BOOK OWNERSHIP			NUMBER OF BOOKS USED IN 3 MONTHS		
	TOTAL	PHONO/ STEREO	MOVIE PROJEC -TOR	COLOR SLIDE PRJCTR	65 OR MORE	16 TO 64	15 OR LESS	65 OR MORE	16 TO 64	15 OR LESS	6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970	840	344	284	300	354	285	468	306	181	279	365	311
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARIES EASY OR DIFFICULT TO USE													
EASY	82.1	83.6	86.0	84.5	89.3	80.8	81.1	88.2	79.4	72.9	85.7	88.2	71.1
DIFFICULT	5.9	6.5	5.8	8.5	7.7	7.1	2.5	6.6	5.2	5.5	11.1	3.6	4.2
INADEQUATE TRAINING IN SCHOOL	.3	.4	.9	.7	.3	.6		.4	.3		.4		.6
INADEQUATE INFORMATION AVAILABLE	.2	.2		.4		.6			.7			.5	
CARD CATALOGUE FILING SYSTEM DIFFICULT	1.0	1.2	.9	2.1	2.3	.3	.7	1.5	1.0		2.5	.5	.3
TOO CONFUSING (GENERAL)	1.6	1.9	1.7	2.5	1.7	2.5	.7	2.1	2.0		3.2	1.4	.6
DON'T KNOW SYSTEM FOR LOCATION OF BOOKS	1.4	1.4	.6	2.1	2.0	1.1	.7	1.7	1.0	1.7	3.6	.5	.6
ADMINISTRATIVE NONSENSE	.2	.2	.3	.7		.6		.2	.3		.7		
PERSONAL UNFAMILIARITY	.9	1.1	1.5	.4	2.0	.3	.7	.6		3.3	1.4	.3	1.3
LANGUAGE BARRIERS	.2	.2	.3	.7		.3	.4	.2		.6			.6
MISCELLANEOUS	.4	.5	.3	.4	.3	.8		.6	.3		.4	.8	
DON'T KNOW	.1	.1				.3		.2			.4		
DON'T KNOW	12.1	9.9	8.1	7.0	3.0	12.1	16.5	5.1	15.4	21.5	3.2	8.2	24.8

LIBRARIES EASY OR DIFFICULT TO USE
REASON LIBRARIES DIFFICULT TO USE

TABLE 131

		LIBRARY CARD OWNER.			FREQUENCY OF LIBRARY USE			IMPORTANCE OF LIBRARY			FINDING LIBRARY BOOKS		
	TOTAL	RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	NON-USER	MODER -ATE USER	FRE-QUENT USER	GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	LOOK FOR SELF	LIBRAR -IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970	353	464	343	526	255	179	263	225	454	671	177	122
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARIES EASY OR DIFFICULT TO USE													
EASY	82.1	90.4	84.5	75.5	76.6	87.8	88.8	88.6	90.2	76.2	86.7	81.4	57.4
DIFFICULT	5.9	7.4	6.5	4.1	4.4	7.5	8.4	6.1	8.0	4.8	5.8	6.8	4.9
INADEQUATE TRAINING IN SCHOOL	.3	.6	.6				1.7	.8	.4		.1	1.1	
INADEQUATE INFORMATION AVAILABLE	.2	.3		.3		.8				.4	.3		
CARD CATALOGUE FILING SYSTEM DIFFICULT	1.0	2.0	1.5	.3	.4	1.6	2.2	2.3	.4	.7	1.5		
TOO CONFUSING (GENERAL)	1.6	2.0	1.9	.9	1.3	2.4	1.7	1.9	2.2	1.3	1.2	4.5	
DON'T KNOW SYSTEM FOR LOCATION OF BOOKS	1.4	2.3	1.7	.6	.6	1.6	3.9	1.5	1.8	1.3	1.6	1.1	.8
ADMINISTRATIVE NONSENSE	.2	.3	.2		.2	.4		.4		.2	.3		
PERSONAL UNFAMILIARITY	[illegible]	.6	.2	1.7	1.0	1.6			3.6		.6	.6	3.3
LANGUAGE BARRIERS	.2		.2	.3	.4					.4	.1		.8
MISCELLANEOUS	.4	.3	.6	.3	.4	.4	.6	.4		.7	.6		
DON'T KNOW	.1	.3			.2					.2	.1		
DON'T KNOW	12.1	2.3	9.1	20.4	19.0	4.7	2.8	5.3	1.8	18.9	7.5	11.9	37.7

LIBRARIES EASY OR DIFFICULT TO USE
REASON LIBRARIES DIFFICULT TO USE

TABLE 132

	TOTAL	COMMUNITY GROUP LEADER: YES	COMMUNITY GROUP LEADER: NO	LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR: VERY LIKELY	LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970	296	674	308	172	168	305
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARIES EASY OR DIFFICULT TO USE							
EASY	82.1	84.8	80.9	87.0	91.3	83.3	70.5
DIFFICULT	5.9	9.1	4.5	7.5	4.7	5.4	5.6
INADEQUATE TRAINING IN SCHOOL	.3	1.0		1.0			
INADEQUATE INFORMATION AVAILABLE	.2	.3	.1	.3		.6	
CARD CATALOGUE FILING SYSTEM DIFFICULT	1.0	1.7	.7	1.3	1.7	.6	.7
TOO CONFUSING (GENERAL)	1.6	2.4	1.3	2.3	1.7	1.8	1.0
DON'T KNOW SYSTEM FOR LOCATION OF BOOKS	1.4	2.0	1.2	2.3	1.2	1.2	1.0
ADMINISTRATIVE NONSENSE	.2	.3	.1			.6	.3
PERSONAL UNFAMILIARITY	.9	1.4	.7	1.3		.6	1.3
LANGUAGE BARRIERS	.2	.3	.1			.6	.3
MISCELLANEOUS	.4	.7	.3	.3		.6	.7
DON'T KNOW	.1	.3					.3
DON'T KNOW	12.1	6.1	14.7	5.5	4.1	11.3	23.9

PREFERENCE...TYPE OF HELP IN BOOK SELECTION
HOW HELPFUL ARE LIBRARIANS
LIBRARY LOCATION PREFERENCE

TABLE 133

	TOTAL	SEX		AGE			EDUCATION			FAMILY INCOME			
		MEN	WOMEN	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COL-LEGE	HIGH SCHOOL GRAD	LESS THAN H.S. GRAD	$20M & OVER	$15M-$19999	$10M-$14999	UNDER $10M
WEIGHTED BASE	970	456	514	296	256	384	244	424	298	266	188	152	170
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PREFERENCE...TYPE OF HELP IN BOOK SELECTION													
SELF-BROWSING AFTER SECTION SHOWN	69.2	73.5	65.4	75.3	73.4	63.3	80.7	71.9	55.7	74.1	79.3	73.0	57.6
LIBRARIAN SELECT BOOK	18.2	13.4	22.6	19.3	14.5	20.3	10.7	19.3	23.2	16.2	12.2	15.8	21.2
NO PREFERENCE	6.4	4.8	7.8	3.4	7.0	7.0	6.1	5.7	7.4	6.8	5.9	2.0	7.6
DON'T KNOW	6.2	8.3	4.3	2.0	5.1	9.4	2.5	3.1	13.8	3.0	2.7	9.2	13.5
HOW HELPFUL ARE LIBRARIANS													
VERY	67.6	66.4	68.7	67.6	73.4	63.3	72.1	71.9	57.7	67.3	77.7	65.8	64.1
FAIRLY	15.7	18.2	13.4	23.6	12.9	11.7	20.1	17.9	9.1	23.7	15.4	13.2	8.8
NOT TOO	1.0	.2	1.8	1.4	1.6	.3	1.2	.9	1.0	.8		2.6	.6
NOT AT ALL	.6	.9	.4	.7	.4	.8	.8	.2	1.0	.8	.5		1.8
DON'T KNOW	15.1	14.3	15.8	6.8	11.7	24.0	5.7	9.0	31.2	7.5	6.4	18.4	24.7
LIBRARY LOCATION PREFERENCE													
NEAR WHERE LIVE	74.4	71.1	77.4	77.0	76.6	72.1	67.2	80.7	71.1	76.7	79.8	73.0	77.6
NEAR WHERE SHOP	4.3	2.6	5.8	5.1	3.5	4.7	3.3	4.7	4.7	2.3	5.3	3.3	4.1
NEAR WHERE WORK	6.6	9.9	3.7	11.8	7.8	2.1	13.1	5.9	2.3	10.9	8.0	4.6	3.5
NO PREFERENCE	7.9	8.3	7.6	4.4	9.0	8.9	11.1	5.7	8.7	7.5	5.3	12.5	2.4
DON'T KNOW	6.7	8.1	5.4	1.7	3.1	12.2	5.3	3.1	13.1	2.6	1.6	6.6	12.4

PREFERENCE...TYPE OF HELP IN BOOK SELECTION
HOW HELPFUL ARE LIBRARIANS
LIBRARY LOCATION PREFERENCE

TABLE 134

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER				OCCUPATION OF RESPONDENT				RACE		
		PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970 100.0	250 100.0	115 100.0	350 100.0	182 100.0	155 100.0	141 100.0	215 100.0	322 100.0	758 100.0	69 100.0	25 100.0
PREFERENCE...TYPE OF HELP IN BOOK SELECTION												
SELF-BROWSING AFTER SECTION SHOWN	69.2	76.4	66.1	68.0	65.9	81.3	69.5	71.2	65.8	70.7	52.2	48.0
LIBRARIAN SELECT BOOK	18.2	12.4	26.1	20.9	13.7	8.4	20.6	14.4	22.0	16.9	30.4	12.0
NO PREFERENCE	6.4	8.0	5.2	5.7	5.5	7.1	7.8	6.0	5.3	6.9	14.5	
DON'T KNOW	6.2	3.2	2.6	5.4	14.8	3.2	2.1	8.4	6.8	5.5	2.9	40.0
HOW HELPFUL ARE LIBRARIANS												
VERY	67.6	71.6	67.8	68.9	61.5	67.1	68.1	66.5	68.9	67.8	73.9	36.0
FAIRLY	15.7	19.6	18.3	13.4	11.0	25.8	19.9	16.3	9.6	16.6	11.6	24.0
NOT TOO	1.0	.4	2.6	1.1	.5		1.4		1.9	.8		
NOT AT ALL	.6	.4	.9	.3	1.6	1.3	.7		.9	.7		
DON'T KNOW	15.1	8.0	10.4	16.3	25.3	5.8	9.9	17.2	18.6	14.1	14.5	40.0
LIBRARY LOCATION PREFERENCE												
NEAR WHERE LIVE	74.4	74.4	76.5	75.4	74.2	63.9	72.3	71.6	84.2	76.1	66.7	64.0
NEAR WHERE SHOP	4.3	1.6	2.6	6.9	3.8	1.9	2.8	5.1	2.8	3.7	10.1	12.0
NEAR WHERE WORK	6.6	11.2	7.8	5.7	1.1	20.0	11.3	7.0	.3	5.9	11.6	
NO PREFERENCE	7.9	8.4	10.4	7.7	3.8	11.6	9.2	8.4	5.3	8.6	2.9	
DON'T KNOW	6.7	4.4	2.6	4.3	17.0	2.6	4.3	7.9	7.5	5.7	8.7	24.0

PREFERENCE...TYPE OF HELP IN BOOK SELECTION
HOW HELPFUL ARE LIBRARIANS
LIBRARY LOCATION PREFERENCE

TABLE 135

		SECTION OF STATE			TYPE OF COMMUNITY			MARITAL STATUS			PARENT STATUS		
	TOTAL	NORTH -EAST	NORTH -WEST /CNTRL	SOUTH	URBAN	SUB-URBAN	RURAL	NEVER MAR-RIED	MAR-RIED	WIDOW /DVRCD /SPRTD	PRE-SCHOOL CHLDRN	SCHOOL AGE	NEI-THER
WEIGHTED BASE	970 100.0	590 100.0	167 100.0	213 100.0	520 100.0	355 100.0	95 100.0	138 100.0	681 100.0	135 100.0	158 100.0	341 100.0	554 100.0
PREFERENCE...TYPE OF HELP IN BOOK SELECTION													
SELF-BROWSING AFTER SECTION SHOWN	69.2	67.6	73.1	70.4	66.0	70.7	81.1	71.7	71.7	52.6	80.4	69.5	67.1
LIBRARIAN SELECT BOOK	18.2	18.3	16.8	19.2	21.2	15.5	12.6	22.5	15.4	28.1	17.1	18.8	18.2
NO PREFERENCE	6.4	6.1	6.0	7.5	4.4	9.3	6.3	2.9	5.6	14.8	2.5	7.6	6.3
DON'T KNOW	6.2	8.0	4.2	2.8	8.5	4.5		2.9	7.3	4.4		4.1	8.3
HOW HELPFUL ARE LIBRARIANS													
VERY	67.6	66.8	71.3	67.1	62.9	73.2	72.6	62.3	66.8	74.8	70.3	71.6	64.8
FAIRLY	15.7	13.7	18.0	19.2	16.2	14.9	15.8	23.2	15.9	8.9	20.3	15.0	15.2
NOT TOO	1.0	.7	1.2	1.9	1.0	1.1	1.1		1.5		2.5	1.8	.4
NOT AT ALL	.6	.3	1.8	.5	1.0	.3			.9			.3	.9
DON'T KNOW	15.1	18.5	7.8	11.3	19.0	10.4	10.5	14.5	15.0	16.3	7.0	11.4	18.8
LIBRARY LOCATION PREFERENCE													
NEAR WHERE LIVE	74.4	75.1	77.2	70.4	74.6	72.4	81.1	72.5	73.7	77.0	83.5	79.2	70.9
NEAR WHERE SHOP	4.3	1.4	5.4	11.7	4.0	2.5	12.6	3.6	4.3	5.9	4.4	2.9	4.5
NEAR WHERE WORK	6.6	6.3	9.0	5.6	6.2	8.2	3.2	13.8	6.2	2.2	7.0	6.7	6.3
NO PREFERENCE	7.9	8.5	4.8	8.9	6.7	11.5	1.1	8.7	8.5	5.2	2.5	8.2	8.5
DON'T KNOW	6.7	8.8	3.6	3.3	8.5	5.4	2.1	1.4	7.3	9.6	2.5	2.9	9.7

PREFERENCE...TYPE OF HELP IN BOOK SELECTION
HOW HELPFUL ARE LIBRARIANS
LIBRARY LOCATION PREFERENCE

TABLE 136

		AUDIO-VISUAL EQUIPMENT OWNERSHIP			RECORD OWNERSHIP			ADULT BOOK OWNERSHIP			NUMBER OF BOOKS USED IN 3 MONTHS		
	TOTAL	PHONO/ STEREO	MOVIE PROJEC -TOR	COLOR SLIDE PRJCTR	65 OR MORE	16 TO 64	15 OR LESS	65 OR MORE	16 TO 64	15 OR LESS	6 OR MORE	1 TO 5	NONE
WEIGHTED BASE	970 100.0	840 100.0	344 100.0	284 100.0	300 100.0	354 100.0	285 100.0	468 100.0	306 100.0	181 100.0	279 100.0	365 100.0	311 100.0
PREFERENCE...TYPE OF HELP IN BOOK SELECTION													
SELF-BROWSING AFTER SECTION SHOWN	69.2	71.3	73.3	71.8	72.7	73.4	61.8	74.6	68.0	59.1	72.8	75.1	58.8
LIBRARIAN SELECT BOOK	18.2	17.4	17.2	16.9	13.0	19.8	22.1	15.6	21.6	20.4	15.4	20.0	19.3
NO PREFERENCE	6.4	6.8	5.8	6.3	9.0	4.0	6.3	6.6	5.6	6.6	9.0	3.3	7.1
DON'T KNOW	6.2	4.5	3.8	4.9	5.3	2.8	9.8	3.2	4.9	13.8	2.9	1.6	14.8
HOW HELPFUL ARE LIBRARIANS													
VERY	67.6	69.4	73.8	72.5	70.0	72.0	60.7	72.2	69.0	55.2	74.6	69.9	57.9
FAIRLY	15.7	16.5	18.0	18.0	19.7	16.7	11.9	21.6	14.1	4.4	19.0	20.0	8.4
NOT TOO	1.0	1.1	.6	1.4	1.7		1.8	.6	.7	2.8	.7	1.6	.6
NOT AT ALL	.6	.4			.3	.6	1.1	.2	.7	1.7	.7		1.3
DON'T KNOW	15.1	12.6	7.6	8.1	8.3	10.7	24.6	5.3	15.7	35.9	5.0	8.5	31.8
LIBRARY LOCATION PREFERENCE													
NEAR WHERE LIVE	74.4	75.1	77.3	73.2	74.7	73.7	75.8	74.8	76.8	70.7	73.8	77.5	70.7
NEAR WHERE SHOP	4.3	4.6	4.1	3.9	4.7	5.6	2.8	4.7	4.2	3.9	3.9	6.3	2.3
NEAR WHERE WORK	6.6	7.4	7.0	9.2	7.3	8.8	3.5	8.8	4.9	3.9	10.4	6.8	2.9
NO PREFERENCE	7.9	7.6	7.8	9.2	8.3	6.8	9.8	8.8	6.5	8.8	7.9	6.3	10.3
DON'T KNOW	6.7	5.2	3.8	4.6	5.0	5.1	8.1	3.0	7.5	12.7	3.9	3.0	13.8

PREFERENCE...TYPE OF HELP IN BOOK SELECTION
HOW HELPFUL ARE LIBRARIANS
LIBRARY LOCATION PREFERENCE

TABLE 137

	TOTAL	LIBRARY CARD OWNER. RESP/ FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	FREQUENCY OF LIBRARY USE NON-USER	MODER -ATE USER	FRE-QUENT USER	IMPORTANCE OF LIBRARY GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	FINDING LIBRARY BOOKS LOOK FOR SELF	LIBRAR -IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970	353	464	343	526	255	179	263	225	454	671	177	122
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
PREFERENCE...TYPE OF HELP IN BOOK SELECTION													
SELF-BROWSING AFTER SECTION SHOWN	69.2	73.4	71.6	66.2	62.9	79.2	72.6	68.4	77.8	68.5	100.0		
LIBRARIAN SELECT BOOK	18.2	17.3	17.5	18.1	20.7	15.3	15.1	16.3	15.6	20.5		100.0	
NO PREFERENCE	6.4	8.5	6.5	4.7	5.9	3.9	11.7	14.1	4.4	2.9			50.8
DON'T KNOW	6.2	.8	4.5	11.1	10.5	1.6	.6	1.1	2.2	8.1			49.2
HOW HELPFUL ARE LIBRARIANS													
VERY	67.6	78.8	68.5	58.9	60.6	74.9	78.8	84.4	75.6	55.7	70.6	67.2	51.6
FAIRLY	15.7	16.4	18.8	14.3	13.3	18.0	17.3	10.3	21.3	16.5	18.9	11.9	3.3
NOT TOO	1.0	1.7	1.1	.6	.6	1.2	2.2	1.1	.4	1.3	.6	2.8	.8
NOT AT ALL	.6	.3	.2	1.2	.8	.8		.4	.4	.9	.4		2.5
DON'T KNOW	15.1	2.8	11.4	25.1	24.7	5.1	1.7	3.8	2.2	25.6	9.4	18.1	41.8
LIBRARY LOCATION PREFERENCE													
NEAR WHERE LIVE	74.4	72.5	79.7	72.6	72.4	76.9	77.1	74.9	79.1	73.3	78.8	77.4	45.9
NEAR WHERE SHOP	4.3	2.8	4.1	4.4	4.9	4.3	2.8	4.9	4.9	4.0	4.3	6.8	.8
NEAR WHERE WORK	6.6	11.9	6.5	2.6	4.2	11.0	7.8	7.2	9.3	5.1	6.9	5.6	6.6
NO PREFERENCE	7.9	9.9	5.4	8.5	8.4	5.9	8.4	10.3	4.4	8.8	7.5	6.2	13.1
DON'T KNOW	6.7	2.8	4.3	17.0	10.1	2.0	3.9	2.7	2.2	8.8	2.5	4.0	33.6

PREFERENCE...TYPE OF HELP IN BOOK SELECTION
HOW HELPFUL ARE LIBRARIANS
LIBRARY LOCATION PREFERENCE

TABLE 138

	TOTAL	COMMUNITY GROUP LEADER		LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR			
		YES	NO	VERY LIKELY	LIKELY LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970 100.0	296 100.0	674 100.0	308 100.0	172 100.0	168 100.0	305 100.0
PREFERENCE...TYPE OF HELP IN BOOK SELECTION							
SELF-BROWSING AFTER SECTION SHOWN	69.2	68.9	69.3	73.7	69.2	73.2	61.0
LIBRARIAN SELECT BOOK	18.2	17.6	18.5	15.9	23.3	14.9	20.3
NO PREFERENCE	6.4	9.5	5.0	9.4	6.4	6.5	3.6
DON'T KNOW	6.2	4.1	7.1	1.0	1.2	5.4	15.1
HOW HELPFUL ARE LIBRARIANS							
VERY	67.6	68.6	67.2	75.3	79.7	71.4	50.8
FAIRLY	15.7	19.6	13.9	19.8	12.2	19.0	11.8
NOT TOO	1.0	1.7	.7	1.6	2.3	.6	
NOT AT ALL	.6	1.7	.1	.3	.6		1.3
DON'T KNOW	15.1	8.4	18.0	2.9	5.2	8.9	36.1
LIBRARY LOCATION PREFERENCE							
NEAR WHERE LIVE	74.4	72.0	75.5	76.3	79.1	75.6	68.5
NEAR WHERE SHOP	4.3	4.4	4.3	2.9	7.6	3.6	4.3
NEAR WHERE WORK	6.6	9.1	5.5	10.4	4.1	8.9	3.0
NO PREFERENCE	7.9	9.1	7.4	5.5	8.7	7.7	10.5
DON'T KNOW	6.7	5.4	7.3	4.9	.6	4.2	13.8

LIBRARY-TYPE PREFERENCE
LIBRARY VISITING TIME PREFERENCE

TABLE 139

	TOTAL	SEX: MEN	SEX: WOMEN	AGE: 18-34 YEARS	AGE: 35-49 YEARS	AGE: 50 YRS & OVER	EDUCATION: COL-LEGE	EDUCATION: HIGH SCHOOL GRAD	EDUCATION: LESS THAN H.S. GRAD	FAMILY INCOME: $20M & OVER	FAMILY INCOME: $15M-$19999	FAMILY INCOME: $10M-$14999	FAMILY INCOME: UNDER $10M
WEIGHTED BASE	970 100.0	456 100.0	514 100.0	296 100.0	256 100.0	384 100.0	244 100.0	424 100.0	298 100.0	266 100.0	188 100.0	152 100.0	170 100.0
LIBRARY-TYPE PREFERENCE													
LARGE CENTRAL, DRIVE	32.2	35.3	29.4	50.7	31.3	19.8	52.5	31.1	17.4	40.6	46.3	25.7	19.4
SMALLER, WALK	50.0	40.8	58.2	40.9	48.0	57.8	32.0	55.2	56.7	45.1	43.6	48.7	63.5
NO DIFFERENCE	9.9	12.3	7.8	5.4	12.9	11.7	11.1	8.5	11.1	9.8	8.0	14.5	4.1
DON'T KNOW	7.9	11.6	4.7	3.0	7.8	10.7	4.5	5.2	14.8	4.5	2.1	11.2	12.9
LIBRARY VISITING TIME PREFERENCE													
WEEKDAY - DAY	34.3	18.9	48.1	28.4	31.3	40.9	31.1	31.1	41.3	31.6	29.8	31.6	45.9
WEEKDAY - EVENING	41.2	45.4	37.5	58.1	46.1	26.6	50.8	49.1	22.1	48.1	56.4	49.3	16.5
SATURDAY - DAY	31.9	34.2	29.8	43.2	35.5	21.9	40.6	34.4	20.8	36.1	33.0	34.2	26.5
SATURDAY - EVENING	12.0	16.9	7.6	17.6	16.8	5.2	15.2	12.7	8.4	13.2	14.9	13.2	2.4
SUNDAY - DAY	16.3	17.5	15.2	19.9	20.3	10.9	22.1	16.3	11.4	21.4	15.4	22.4	13.5
SUNDAY - EVENING	7.6	10.1	5.4	11.1	10.2	3.4	12.7	7.5	3.7	8.3	11.7	9.2	2.4
NO PARTICULAR TIME	12.4	14.7	10.3	6.4	7.8	18.8	9.8	9.4	18.8	9.0	9.6	7.9	20.0
DON'T KNOW	6.3	7.7	5.1	.3	2.7	13.0	2.0	3.3	14.1	1.9	1.1	6.6	15.9

LIBRARY-TYPE PREFERENCE
LIBRARY VISITING TIME PREFERENCE

TABLE 140

	TOTAL	OCCUPATION OF CHIEF WAGE EARNER				OCCUPATION OF RESPONDENT				RACE		
		PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	WHITE	BLACK	SPNSH SPKNG
WEIGHTED BASE	970 100.0	250 100.0	115 100.0	350 100.0	182 100.0	155 100.0	141 100.0	215 100.0	322 100.0	758 100.0	69 100.0	25 100.0
LIBRARY-TYPE PREFERENCE												
LARGE CENTRAL, DRIVE	32.7	40.0	39.1	34.3	13.7	48.4	36.9	40.0	18.9	31.9	26.1	24.0
SMALLER, WALK	50.0	43.6	42.6	49.4	61.0	34.8	44.0	38.1	66.1	50.1	65.2	24.0
NO DIFFERENCE	9.9	10.0	13.0	10.9	7.1	11.0	15.6	12.6	7.5	11.3	7.2	12.0
DON'T KNOW	7.9	6.4	5.2	5.4	18.1	5.8	3.5	9.3	7.5	6.6	1.4	40.0
LIBRARY VISITING TIME PREFERENCE												
WEEKDAY - DAY	34.3	31.2	22.6	32.3	49.5	21.3	19.1	16.7	56.2	36.4	29.0	16.0
WEEKDAY - EVENING	41.7	53.2	54.8	42.6	14.3	54.8	63.1	43.7	26.4	41.4	36.2	32.0
SATURDAY - DAY	31.9	38.4	32.2	34.9	19.2	45.8	31.9	42.3	22.7	32.7	30.4	16.0
SATURDAY - EVENING	12.0	15.6	16.5	14.0	.5	19.4	14.2	20.9	3.4	11.1	18.8	44.0
SUNDAY - DAY	16.3	20.0	19.1	16.0	10.4	25.2	19.9	18.6	10.9	16.0	14.5	28.0
SUNDAY - EVENING	7.6	10.0	11.3	8.9	1.1	12.9	9.2	11.6	2.5	7.5	8.7	24.0
NO PARTICULAR TIME	12.4	8.0	13.0	12.3	19.2	8.4	7.8	12.6	16.5	12.3	20.3	
DON'T KNOW	6.3	1.6	3.5	2.9	19.8	1.3	2.8	5.6	8.7	5.7		24.0

LIBRARY-TYPE PREFERENCE
LIBRARY VISITING TIME PREFERENCE

TABLE 141

	TOTAL	SECTION OF STATE: NORTH-EAST	NORTH-WEST/CNTRL	SOUTH	TYPE OF COMMUNITY: URBAN	SUB-URBAN	RURAL	MARITAL STATUS: NEVER MAR-RIED	MAR-RIED	WIDOW/DVRCD/SPRTD	PARENT STATUS: PRE-SCHOOL CHLDRN	SCHOOL AGE	NEI-THER
WEIGHTED BASE	970	590	167	213	520	355	95	138	681	135	158	341	554
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY-TYPE PREFERENCE													
LARGE CENTRAL, DRIVE	32.7	28.6	43.1	33.3	29.6	34.4	37.9	49.3	31.0	20.7	44.9	30.2	29.8
SMALLER, WALK	50.0	49.8	45.5	54.0	51.3	49.3	45.3	38.4	49.2	63.7	50.0	51.9	50.7
NO DIFFERENCE	9.9	11.5	6.6	8.0	10.8	7.9	12.6	8.7	11.5	4.4	3.2	11.4	9.7
DON'T KNOW	7.9	10.0	4.8	4.7	8.3	8.5	4.2	3.6	8.4	11.1	1.9	6.5	9.7
LIBRARY VISITING TIME PREFERENCE													
WEEKDAY - DAY	34.3	34.2	26.3	40.8	32.1	35.2	43.2	21.7	35.4	43.0	41.8	35.2	34.5
WEEKDAY - EVENING	41.2	39.3	49.1	40.4	40.4	42.0	43.2	58.0	40.1	31.1	51.3	47.5	35.0
SATURDAY - DAY	31.9	32.4	35.9	27.2	32.9	29.3	35.8	41.3	32.3	22.2	47.5	34.6	27.6
SATURDAY - EVENING	12.0	11.0	12.6	14.1	10.8	13.5	12.6	13.8	12.3	5.9	13.9	13.8	9.9
SUNDAY - DAY	16.3	16.4	21.6	11.7	16.0	15.8	20.0	21.7	15.1	18.5	22.8	19.9	12.8
SUNDAY - EVENING	7.6	7.1	6.6	9.9	7.3	8.2	7.4	8.0	7.8	3.7	7.0	8.2	7.0
NO PARTICULAR TIME	12.4	13.4	9.0	12.2	12.7	13.5	6.3	5.8	13.2	12.6	5.7	10.8	14.6
DON'T KNOW	6.3	7.6	6.0	2.8	3.1	5.1	1.1	2.9	6.0	11.9		1.8	9.9

LIBRARY-TYPE PREFERENCE
LIBRARY VISITING TIME PREFERENCE

TABLE 142

	TOTAL	AUDIO-VISUAL EQUIPMENT OWNERSHIP: PHONO/ STEREO	AUDIO-VISUAL EQUIPMENT OWNERSHIP: MOVIE PROJEC -TOR	AUDIO-VISUAL EQUIPMENT OWNERSHIP: COLOR SLIDE PRJCTR	RECORD OWNERSHIP: 65 OR MORE	RECORD OWNERSHIP: 16 TO 64	RECORD OWNERSHIP: 15 OR LESS	ADULT BOOK OWNERSHIP: 65 OR MORE	ADULT BOOK OWNERSHIP: 16 TO 64	ADULT BOOK OWNERSHIP: 15 OR LESS	NUMBER OF BOOKS USED IN 3 MONTHS: 6 OR MORE	NUMBER OF BOOKS USED IN 3 MONTHS: 1 TO 5	NUMBER OF BOOKS USED IN 3 MONTHS: NONE
WEIGHTED BASE	970	840	344	284	300	354	285	468	306	181	279	365	311
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY-TYPE PREFERENCE													
LARGE CENTRAL, DRIVE	32.2	34.8	34.6	39.4	38.0	37.0	22.8	35.9	33.3	22.7	41.6	38.9	16.7
SMALLER, WALK	50.0	48.8	49.1	41.5	43.3	51.4	55.8	48.1	52.3	48.1	39.8	52.3	55.0
NO DIFFERENCE	9.9	9.9	10.2	10.2	12.3	7.9	9.5	11.1	7.5	11.6	13.6	6.0	11.3
DON'T KNOW	7.9	6.5	6.1	8.8	6.3	3.7	11.9	4.9	6.9	17.7	5.0	2.7	17.0
LIBRARY VISITING TIME PREFERENCE													
WEEKDAY - DAY	34.3	32.7	34.6	34.2	35.7	35.9	33.7	36.5	34.3	27.6	34.1	36.4	31.2
WEEKDAY - EVENING	41.7	44.6	44.8	47.5	48.7	46.6	27.4	45.5	42.2	29.3	49.1	47.4	26.7
SATURDAY - DAY	31.9	32.4	32.6	32.7	36.3	35.3	24.6	36.3	29.1	24.9	37.6	36.4	21.9
SATURDAY - EVENING	12.0	12.3	15.7	8.8	13.0	11.6	11.9	12.6	13.1	9.4	15.1	11.0	10.6
SUNDAY - DAY	16.3	16.5	13.4	15.5	14.7	19.5	15.1	17.3	13.7	17.1	22.2	16.4	11.3
SUNDAY - EVENING	7.6	7.5	10.8	4.9	9.7	7.1	7.0	9.6	6.9	4.4	10.8	9.0	3.5
NO PARTICULAR TIME	12.4	12.6	11.6	12.3	8.0	9.0	20.7	10.3	11.4	20.4	10.0	7.1	20.9
DON'T KNOW	6.3	4.4	3.2	4.2	3.3	4.2	8.4	2.4	4.9	16.6	2.5	2.5	14.5

LIBRARY-TYPE PREFERENCE
LIBRARY VISITING TIME PREFERENCE

TABLE 143

	TOTAL	LIBRARY CARD OWNER. RESP/FAMILY HAS CARD	OTHER FAMILY MEMBER	NO CARD IN FAMILY	FREQUENCY OF LIBRARY USE NON-USER	MODER-ATE USER	FRE-QUENT USER	IMPORTANCE OF LIBRARY GREAT DEAL	FAIR AMOUNT	LITTLE /NONE	FINDING LIBRARY BOOKS LOOK FOR SELF	LIBRAR-IAN SLCTS	NO PREF /DK
WEIGHTED BASE	970	353	464	343	526	255	179	263	225	454	671	177	122
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
LIBRARY-TYPE PREFERENCE													
LARGE CENTRAL, DRIVE	32.2	43.6	34.9	22.2	22.1	49.4	37.4	32.3	45.3	26.9	37.3	28.2	9.8
SMALLER, WALK	50.0	41.6	50.4	54.5	56.7	39.2	46.4	50.2	46.7	51.5	49.8	63.3	32.0
NO DIFFERENCE	9.9	12.2	8.2	10.5	10.3	7.1	13.4	12.9	5.3	10.6	8.8	5.1	23.0
DON'T KNOW	7.9	2.5	6.5	12.8	11.0	4.3	2.8	4.6	2.7	11.0	4.2	3.4	35.2
LIBRARY VISITING TIME PREFERENCE													
WEEKDAY - DAY	34.3	40.2	36.2	31.8	32.3	30.6	45.8	41.1	36.0	29.7	34.7	40.1	23.8
WEEKDAY - EVENING	41.2	53.0	45.9	28.3	31.6	53.7	52.5	52.5	43.1	34.8	47.7	29.9	22.1
SATURDAY - DAY	31.9	36.8	34.7	28.3	27.2	38.4	36.9	36.1	43.1	25.3	34.3	32.2	18.0
SATURDAY - EVENING	12.0	12.5	10.3	11.4	11.6	13.3	11.7	13.3	9.8	12.8	12.7	11.9	8.2
SUNDAY - DAY	16.3	18.7	16.6	16.0	13.9	18.0	20.1	17.9	17.3	15.4	17.0	14.7	14.8
SUNDAY - EVENING	7.6	7.4	7.1	6.4	6.7	9.0	8.4	12.9	7.1	4.8	8.6	4.5	6.6
NO PARTICULAR TIME	12.4	9.3	7.8	16.3	13.9	11.4	8.4	9.5	12.9	14.5	11.2	16.9	12.3
DON'T KNOW	6.3	.8	3.9	11.7	11.2	.8			1.8	9.7	2.5	2.3	32.8

LIBRARY-TYPE PREFERENCE
LIBRARY VISITING TIME PREFERENCE

TABLE 144

	TOTAL	COMMUNITY GROUP LEADER: YES	COMMUNITY GROUP LEADER: NO	LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR: VERY LIKELY	LIKELY	NOT TOO	NOT AT ALL
WEIGHTED BASE	970 100.0	296 100.0	674 100.0	308 100.0	172 100.0	168 100.0	305 100.0
LIBRARY-TYPE PREFERENCE							
LARGE CENTRAL, DRIVE	32.2	33.1	31.8	43.5	43.0	28.6	16.4
SMALLER, WALK	50.0	48.0	50.9	43.2	45.3	60.1	53.8
NO DIFFERENCE	9.9	11.8	9.1	11.0	11.0	4.2	11.8
DON'T KNOW	7.9	7.1	8.3	2.3	.6	7.1	18.0
LIBRARY VISITING TIME PREFERENCE							
WEEKDAY - DAY	34.3	36.5	33.4	39.9	33.7	35.7	26.9
WEEKDAY - EVENING	41.2	45.3	39.5	51.6	47.1	38.1	31.1
SATURDAY - DAY	31.9	33.1	31.3	41.9	29.1	31.0	23.0
SATURDAY - EVENING	12.0	14.5	10.8	15.3	11.0	11.9	8.9
SUNDAY - DAY	16.3	18.9	15.1	22.7	12.8	14.3	13.8
SUNDAY - EVENING	7.6	10.1	6.5	11.7	8.7	3.6	5.6
NO PARTICULAR TIME	12.4	10.5	13.2	6.2	16.9	11.3	17.0
DON'T KNOW	6.3	3.4	7.6		1.2	4.8	16.7

NUMBER OF INTERVIEWS

TABLE 145

		SEX		AGE			EDUCATION			FAMILY INCOME			
	TOTAL	MEN	WOMEN	18-34 YEARS	35-49 YEARS	50 YRS & OVER	COL-LEGE	HIGH SCHOOL GRAD	LESS THAN H.S. GRAD	$20M & OVER	$15M-$19999	$10M-$14999	UNDER $10M
TOTAL SAMPLE	612	304	308	220	167	202	236	253	119	201	125	84	76
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NUMBER OF INTERVIEWS

TABLE 146

		OCCUPATION OF CHIEF WAGE EARNER				OCCUPATION OF RESPONDENT				RACE		
	TOTAL	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	PROF & BUS	CLER & SALE	MANUAL	NON-LABOR	WHITE	BLACK	SPNSH SPKNG
TOTAL SAMPLE	612	199	75	201	88	133	95	121	180	485	31	11
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NUMBER OF INTERVIEWS

TABLE 147

	TOTAL	SECTION OF STATE			TYPE OF COMMUNITY			MARITAL STATUS			PARENT STATUS		
		NORTH -EAST	NORTH -WEST /CNTRL	SOUTH	URBAN	SUB-URBAN	RURAL	NEVER MAR-RIED	MAR-RIED	WIDOW /DVRCD /SPRTD	PRE-SCHOOL CHLDRN	SCHOOL AGE	NEI-THER
TOTAL SAMPLE	612	364	113	135	310	237	65	98	437	66	112	276	330
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NUMBER OF INTERVIEWS

TABLE 148

	TOTAL	AUDIO-VISUAL EQUIPMENT OWNERSHIP: PHONO/ STEREO	AUDIO-VISUAL EQUIPMENT OWNERSHIP: MOVIE PROJEC -TOR	AUDIO-VISUAL EQUIPMENT OWNERSHIP: COLOR SLIDE PRJCTR	RECORD OWNERSHIP: 65 OR MORE	RECORD OWNERSHIP: 16 TO 64	RECORD OWNERSHIP: 15 OR LESS	ADULT BOOK OWNERSHIP: 65 OR MORE	ADULT BOOK OWNERSHIP: 16 TO 64	ADULT BOOK OWNERSHIP: 15 OR LESS	NUMBER OF BOOKS USED IN 3 MONTHS: 6 OR MORE	NUMBER OF BOOKS USED IN 3 MONTHS: 1 TO 5	NUMBER OF BOOKS USED IN 3 MONTHS: NONE
TOTAL SAMPLE	612	550	236	205	206	237	156	334	181	89	213	241	148
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NUMBER OF INTERVIEWS

TABLE 149

	TOTAL	LIBRARY CARD OWNER. RESP/FAMILY HAS CARD	LIBRARY CARD OWNER. OTHER FAMILY MEMBER	LIBRARY CARD OWNER. NO CARD IN FAMILY	FREQUENCY OF LIBRARY USE NON-USER	FREQUENCY OF LIBRARY USE MODER-ATE USER	FREQUENCY OF LIBRARY USE FRE-QUENT USER	IMPORTANCE OF LIBRARY GREAT DEAL	IMPORTANCE OF LIBRARY FAIR AMOUNT	IMPORTANCE OF LIBRARY LITTLE /NONE	FINDING LIBRARY BOOKS LOOK FOR SELF	FINDING LIBRARY BOOKS LIBRAR-IAN SLCTS	FINDING LIBRARY BOOKS NO PREF /DK
TOTAL SAMPLE	612	269	312	176	277	186	143	179	156	266	450	96	66
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NUMBER OF INTERVIEWS

TABLE 150

	TOTAL	COMMUNITY GROUP LEADER		LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR			
		YES	NO	VERY LIKELY	LIKELY	NOT TOO	NOT AT ALL
TOTAL SAMPLE	612	209	403	233	110	108	151
	100.0	100.0	100.0	100.0	100.0	100.0	100.0

DESIGN OF THE STATEWIDE SAMPLE

The sample population is all adults 18 or older living in telephone households in the state of New Jersey. The latest available telephone directories were used as the sample frame. After geographic stratification, a probability sample of residential telephone numbers was selected. Using these selected numbers as starting points, new numbers were generated, and these "generated numbers" were dialed. In each contacted household where any adults 18 years or older were at home, one was selected by a standardized procedure to be interviewed.

The details of the sample are as follows:

1. All the telephone directories for the state were obtained and arrayed in geographic order.

2. From this array, a systematic sample (from a random starting point) of all residential listings was drawn. This procedure, among other things, samples each directory with probability of selection proportional to size.

3. The telephone numbers selected were used as "starting points" for the generation of the numbers actually to be dialed. This procedure was followed to overcome the limitations of telephone directories, namely: (1) Residents with unlisted telephone numbers would have no chance of being selected, (2) Changes in telephone listings due to population mobility would not be reflected in the sample frame. By generating new numbers from those sampled, unlisted numbers and changed numbers have their proper chance of being included in the sample.

4. In each contacted household, interviewers asked to speak to the youngest man 18 years or older at home, or to the oldest woman 18 years or

older at home. This is a straightforward procedure for selecting respondents in a way that produces a proper age distribution without leaving the choice of respondents to interviewer judgment or convenience.

5. Interviewing was conducted at times when adults are most likely to be at home, namely, between 5:00 - 9:00 P.M. on weekdays and between 9:00 A.M. - 9:00 P.M. on weekends.

6. The obtained sample was routinely weighted by education, sex, and race in conformity to the latest available estimates. This was done by calculating factors for each of the following sample segments: Men and Women; College, high school graduate, less than high school; White and Black. These factors were calculated so that when the obtained number of interviews for each sample segment is multiplied by that factor the product, or "weighted frequencies" represents that segment in approximately its correct proportion.

For example, 236 of the 612 respondents or (38.6%) had attended college. The latest available estimate is that 25.2% of New Jersey residents 18 or older have attended college. Therefore, each sample segment was weighted so that a weighted frequency count of 244 who had attended college out of a total 970 weighted frequencies was produced. All percentages are based on these weighted frequencies, which are shown in the computer tables in Volume II.

7. Twenty percent of each interviewer's work was validated to insure conformity to sampling and interviewing instructions.

COMPOSITION OF THE STATEWIDE SAMPLE

	Obtained* Sample	1970 Census
	%	%
STATEWIDE	100.0	100.0
SEX		
Men	47.0	47.1
Women	53.0	52.9
AGE		
18 - 34 years	30.5	33.3
35 - 49 years	26.4	28.4
50 years and over	39.6	38.3
Undesignated	3.5	
EDUCATION		
College	25.2	25.1 **
High School (complete and incomplete)	54.8	54.8
Grade School	19.6	19.6
Undesignated	0.4	0.5
FAMILY INCOME		
$20,000 and over	27.4	
$15,000 to $19,999	19.4	
$10,000 to 14,999	15.7	
Under $10,000	17.5	
Undesignated	20.0	
CHIEF WAGE EARNER'S OCCUPATION		
Professional and business	25.8	
Clerical and sales	11.9	
Manual	36.1	
Non-labor	18.8	
Undesignated	7.4	

* Based on sample weighting as described in the "Design of the Sample".

** 1975 projections from the 1970 census, based on census estimates of national trends.

	Obtained Sample	1970 Census
RACE		
White	78.1	90.0
Black	7.1	9.3
Spanish-speaking	2.6	0.7
Undesignated	12.2	
SECTION OF STATE		
Northeast	60.8	62.3
Northwest/Central	17.2	16.1
South	22.0	21.6
TYPE OF COMMUNITY		
Urban	53.6	54.6
Suburban	36.6	37.2
Rural	9.8	8.2

NUMBER OF INTERVIEWS IN THE STATEWIDE SAMPLE

STATEWIDE	612
SEX	
Men	304
Women	308
AGE	
18 - 34 years	220
35 to 49 years	167
50 years and over	202
EDUCATION	
College	236
High School	253
Less than high school	119
FAMILY INCOME	
$20,000 and over	201
$15,000 to $19,999	125
$10,000 to $14,999	84
Under $10,000	76
OCCUPATION OF CHIEF WAGE EARNER	
Professional and business	199
Clerical and sales	75
Manual	201
Non-Labor	88
OCCUPATION OF RESPONDENT	
Professional and business	133
Clerical and sales	95
Manual	121
Non-Labor	180
RACE	
White	485
Black	31
Spanish speaking	11
SECTION	
Northeast	364
Northwest/Central	113
South	135
TYPE OF COMMUNITY	
Urban	310
Suburban	237
Rural	65

MARITAL STATUS

Never Married	98
Married	437
Widowed/Divorced/Separated	66

PARENTAL STATUS

Preschool children	112
School age children	226
Neither	330

AUDIO-VISUAL EQUIPMENT OWNERSHIP

Phono/stereo	550
Movie projector	236
Color slide projector	205

RECORD OWNERSHIP

65 records or albums or more	206
16 to 64 records or albums	237
15 or less records or albums	156

ADULT BOOK OWNERSHIP

65 books or more	334
16 to 64 books	181
15 or less books	89

NUMBER OF BOOKS USED IN LAST THREE MONTHS

6 books or more	213
1 - 5 books	241
None	148

LIBRARY CARD OWNERSHIP

Respondent/family has card	269
Other family member has card	312
No card in family	176

FREQUENCY OF LIBRARY USE

Non-user	277
Moderate User	186
Frequent User	143

IMPORTANCE OF LIBRARY

A great deal	179
A fair amount	156
Little/none	266

FINDING LIBRARY BOOKS

Prefer to look for self	450
Prefer librarian to select	96
No preference	66

COMMUNITY GROUP LEADER

Yes	209
No	403

LIKELIHOOD OF USING LIBRARY DURING NEXT YEAR

Very likely	233
Fairly likely	110
Not too likely	108
Not at all likely	151

SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus the figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 per cent of the time, assuming the same sampling procedure, the same interviewers, and the same questionnaire.

The first table shows how much allowance should be made for the sampling error of a percentage:

Recommended Allowance for Sampling Error of a Percentage

In Percentage Points (at 95 in 100 confidence level)*

	Sample Size				
	750	600	400	200	100
Percentages near 10	3	3	4	5	7
Percentages near 20	4	4	5	7	9
Percentages near 30	4	4	6	8	10
Percentages near 40	4	5	6	8	11
Percentages near 50	4	5	6	8	11
Percentages near 60	4	5	6	8	11
Percentages near 70	4	4	6	8	10
Percentages near 80	4	4	5	7	9
Percentages near 90	3	3	4	5	7

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which includes 750 respondents. Then we go to row "percentages near 30" in the table and go across to the column headed "750." The number at this point is 4, which means that the 33 per cent obtained in the sample is subject to a sampling error of plus or minus 4 points. Another way

* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

of saying it is that very probably (95 chances out of 100) the average of repeated samplings would be somewhere between 29 and 37, with the most likely figure the 33 obtained.

In comparing survey results in two samples, such as, for example, those in the $7,000 and over income group and those in the under $3,000 group, the question arises as to how large must a difference between them be before one can be reasonably sure that it reflects a real difference. In the tables below, the number of points which must be allowed for in such comparisons is indicated.

Two tables are provided. One is for percentages near 20 or 80; the other for percentages near 50. For percentages in between, the error to be allowed for is between those shown in the two tables:

Recommended Allowance for Sampling Error of the Difference

In Percentage Points at (95 in 100 confidence level)*

TABLE A

Percentages near 20 or percentages near 80

Size of Sample	750	600	400	200
750	5			
600	6	6		
400	7	7	7	
200	8	8	9	10

TABLE B

Percentages near 50

Size of Sample	750	600	400	200
750	6			
600	8	8		
400	8	8	9	
200	10	11	11	13

* The chances are 95 in 100 that the sampling error is not larger than the figures shown.

Here is an example of how the tables would be used: Let us say that 55 per cent of those in one group respond a certain way and 40 per cent of those in another group respond that way also, for a difference of 15 percentage points between them. Can we say with any assurance that the 15-point difference reflects a real difference between the two groups on the question? Let us assume that the sample contains approximately 200 in each of these groups.

Since the percentages are near 50, we consult Table B, and since the two samples are about 200 persons each, we look for the number in the column headed 200 which is also in the row designated 200. We find the number 13 here. This means that the allowance for error should be 13 points, and that in concluding that the percentage in the group with the higher percentage is somewhere between 2 and 28 points higher than the percentage among those in the other group, we should be wrong only about 5 per cent of the time. In other words, we can conclude with considerable confidence that a difference exists in the direction observed and that it amounts to at least 2 percentage points.

If, in another case, responses among a group of 200 are 22 per cent, and 24 per cent in another group of 200, we consult Table A because these percentages are near 20. We look in the column headed 200 and the row designated 200 and see that the number is 10. Obviously, then, the two-point difference is inconclusive.

Time interview starts: ______________

LIBRARY USE SURVEY

The Gallup Organization, Inc.
Princeton, N.J.

GO 75144
October 24, 1975

INTRODUCTION: Hello. My name is ___________. I'm doing a Gallup survey and would like to ask you some interesting questions about a few topics. The first question is about how people like to spend their free time.

1. When you are not working, what two or three things do you like to do in your free time that give you special pleasure? (PROBE FOR UP TO THREE MENTIONS.)

____

____

____

2. For each of the following activities, would you tell me whether or not you particularly enjoy it:

		Yes	No
a.	Hobbies?	1( )	2( )
b.	Do it yourself projects around the house?	1( )	2( )
c.	Going to the movies?	1( )	2( )
d.	Going to museums or concerts?	1( )	2( )
e.	Outdoor activities such as sports, hiking, and the like?	1( )	2( )
f.	Reading?	1( )	2( )
g.	Listening to music?	1( )	2( )
h.	Watching television?	1( )	2( )

3. On an average day, about how much time, if any, do you spend reading newspapers?

1( )None
2( )10 minutes or less
3( )About 1/4 hour
4( )About 1/2 hour
5( )About 3/4 hour
6( )About 1 hour
7( )About 1 1/2 hours
8( )About 2 hours or more
V( )Don't know

4. In an average week, about how much time if any do you spend reading magazines?

1( )None
2( )Less than 2 hours
3( )3 - 7 hours
4( )8 - 12 hours
5( )13 - 17 hours
6( )18 hours or more
V( )Don't know

5. During the past three months, how many books, if any, have you read or referred to? (CIRCLE NUMBER)

0=None 1 2 3 4 5 6 7 8 9 X=10 or more V=Don't know

6. Which, if any, of the following do you or your family own:

	Yes	No
a. A phonograph or stereo record player?	1( )	2( )
b. A motion picture projector?	1( )	2( )
c. A color slide projector?	1( )	2( )

7. Do you have any children's phonograph records or albums in your home? (IF "YES") About how many?

1( )None 3( )16 - 34 5( )65 or more
2( )1 - 15 4( )35 - 64 V( )Don't know

8. Other than for children, do you have any phonograph records or albums in your home? (IF "YES") About how many?

1( )None 3( )16 - 34 5( )65 - 84 7( )115 - 184 V( )Do kn
2( )1 - 15 4( )35 - 64 6( )85 - 114 8( )185 or more

9. Now about books: Do you happen to have any books for children in your home? (IF "YES" About how many?

1( )None 4( )35 - 64 7( )115 - 184
2( )1 - 15 5( )65 - 84 8( )185 or more
3( )16 - 34 6( )85 - 114 V( )Don't know

10. Not counting children's books, about how many books do you think you have in your home? Your best estimate?

1( )None 4( )35 - 64 7( )115 - 184
2( )1 - 15 5( )65 - 84 8( )185 or more
3( )16 - 34 6( )85 - 114 V( )Don't know

11. Have you been an official of or served on a committee for any community, church, or civic organization during the past two or three years?

1( )Yes 2( )No

On the next topic...

. Thinking back over the past twelve months, have you had any occasion to go to a public library?

1( )Yes - ASK Q. 12a   2( )No - SKIP TO Q. 13

IF "YES," ASK Q. 12a - i

a.. About how many times during the past twelve months? CIRCLE NUMBER

1 2 3 4 5 6 7 8 9

0 = 10   X = 11   V = 12 or more

b. On any of these occasions, did you go to the library in order to take some other member of your family there rather than for yourself?

1( )Yes   2( )No

IF "YES," ASK c AND d

c. About how many times during the past 12 months did you go to the library to take some other member of your family rather than for yourself? CIRCLE NUMBER

1 2 3 4 5 6 7 8 9

X = 10 or more   V = Don't know

d. While you were there, did you spend any time in the library for yourself?

1( )Yes   2( )No

e. And on any of these occasions when you went to the library, was this to run an errand there for some other member of your family rather than for yourself?

1( )Yes   2( )No

IF "YES," ASK f AND g

f. About how many times during the past 12 months did you go to the library to run an errand rather than for yourself? CIRCLE NUMBER

1 2 3 4 5 6 7 8 9

X = 10 or more   V = Don't know

g. While you were there, did you spend any time in the library for yourself?

1( )Yes   2( )No

h. What are all the reasons or purposes why you have gone to a public library during the past 12 months for yourself?

____

____

Any other reasons? ______________________________

____

. Of all those you have just mentioned, which was the one most frequent reason for your going to a public library for yourself?

____

____

ASK EVERYBODY:

13a. How likely do you think it is that you will use a public library in the next twelve months -- very likely, fairly likely, not too likely, or not at all likely?

1( ) Very likely   2( ) Fairly likely   3( ) Not too likely
4( ) Not at all likely   V( ) Don't know

b. If you were to go to a public library during the next twelve months, what would be the most likely reason for that?

____

____

Any other likely reasons? ______________________________

____

14. Do you, or does any member of your immediate family living with you, have a library card? Who?

1( )Yes, family card   5( )Yes, parent
2( )Yes, respondent   6( )Yes, other
3( )Yes, husband/wife   V( )No
4( )Yes, child

15. Thinking back over the past twelve months again, have you had any occasion to go to a library other than a public library -- such as a school or college library, a medical or law library, or some other type of special company or private library?

1( )Yes, school or college   2( )Yes, medical or law   3( )Yes, other   4( )No

16a. How important do you think it is that there be a public library in every community -- very important, fairly important, not too important, or not at all important?

1( )Very important   2( )Fairly important   3( )Not too important
4( )Not at all important   V( )Don't know

b. Why do you say that? ______________________________

____

____

7. Suppose there weren't any public library convenient for you to use. Thinking about your personal needs and interests, how much of a difference would that make to you personally -- a great deal, a fair amount, little, or none at all?

1( )A great deal   2( )A fair amount   3( )Little   4( )None at all   V( )Don't know

8. In general, which do you prefer -- to borrow books from a library or to buy them, even if only in a paperback?

1( )Borrow   2( )Buy   3( )No preference   V( )Don't know

9. As you know, there are many different types of books one can borrow from a public library. Which, if any, of the following types would you, yourself, be interested in borrowing from a public library?

	Yes	No
a. Current Best sellers?	1( )	2( )
b. Old classics?	1( )	2( )
c. Books about do-it-yourself projects around the house?	1( )	2( )
d. Technical books related to your work or job?	1( )	2( )
e. Books related to the activities of clubs or organizations you belong to?	1( )	2( )
f. Books about your favorite hobby or leisure time activities?	1( )	2( )
g. Current events, history and politics?	1( )	2( )
h. Mysteries or science fiction?	1( )	2( )

0. And which, if any, of the following would you, yourself, be interested in borrowing from a public library?

	Yes	No
a. Phonograph records or tapes?	1( )	2( )
b. Art prints or sculpture?	1( )	2( )
c. Movie films?	1( )	2( )

21. Here are some other services that are available in some public libraries. Which if any, of them are you definitely interested in using if available in your public library?

	Yes	No
a. Adult education classes?	1( )	2( )
b. Art exhibits ?	1( )	2( )
c. Children's book section ?	1( )	2( )
d. Children's services such as story telling, movies, magic or puppet shows?	1( )	2( )
e. Reading or hobby clubs?	1( )	2( )
f. Concerts and other musical events?	1( )	2( )
g. Music listening room?	1( )	2( )
h. Lectures and discussion groups?	1( )	2( )
i. Movies for the general public?	1( )	2( )
j. Reference book section?	1( )	2( )
k. Newspaper section?	1( )	2( )
l. Magazines and technical journals section?	1( )	2( )
m. Help in getting information about specific topics or subjects of concern to you?	1( )	2( )

22. Suppose a book you want is not available in your public library. To the best of your knowledge, will your library try to borrow it from another library for you, or not?

1( ) Yes   2( ) No   V( )Don't know

23. Thinking back to when you were in elementary school and high school, how good a job did the schools you went to do in teaching students how to use a library — excellent, good, fair, poor, or bad?

1( )Excellent   2( )Good   3( )Fair
4( )Poor   5( )Bad   V( )Don't know

24. Why do you say that?

____

____

____

25a. In your opinion, are most libraries easy to use, or difficult to use?

1( )Easy   2( )Difficult   V( )Don't know

IF "DIFFICULT," ASK:

b. In what ways are they difficult? ______________________________

____

____

6. If you asked a librarian to help you find books on a specific topic, which would you prefer -- that the librarian show you the section where you could look around yourself for whatever books you might want, or that the librarian select some specific books for you to look at?

1( ) Look around yourself

2( ) Librarian select

3( ) No preference

V( ) Don't know

7. In your experience, how helpful are librarians in public libraries when you ask them to help you -- very helpful, fairly helpful, not too helpful, or not at all helpful?

1( )Very   2( )Fairly   3( )Not too   4( )Not at all   V( )Don't know

8. Which one library would you yourself be more likely to use -- one convenient to the neighborhood where you live, or one convenient to where you do most of your shopping, or one convenient to where you work?

1( )Where live   2( )Where shop   3( )Where work

4( )No preference   V( )Don't know

9. Which would you yourself be more likely to use -- a large central library with a full range of services to which you would have to drive, or, a smaller library with fewer resources within walking distance of where you live, shop, or work?

1( ) Large central, drive

2( ) Smaller, walk

3( ) No difference

V( ) Don't know

0. What are the two or three most convenient times for you to go to the library -- on weekdays during the day, weekday evenings, Saturday during the day, Saturday evening, Sunday during the day, or Sunday evening?

1( )Weekday - Day	5( )Sunday - Day
2( )Weekday - Evening	6( )Sunday - Evening
3( )Saturday - Day	7( )No particular time
4( )Saturday - Evening	V( )Don't know

And now just a few questions so that my office will have some information about the background of the sample of people I talk to.

31. What was the last grade or class you COMPLETED in school?

1( )None, or grades 1-4
2( )Grades 5, 6, 7
3( )Grade 8
4( )H.S. inc., Grade 9-11
5( )H.S. graduate, Grade 12
6( )Tech., Bus., or Trade
7( )College, university, inc.
8( )College, university grad.
9( )Graduate, professional school

32. Are you now going to school, either full time or part time?

1( )Yes, full   2( )Yes, part   3( )No

33. Do you have any children:

a.	5 years or younger?	1( )Yes	2( )No
b.	Between 6-12 years?	1( )Yes	2( )No
c.	Between 13-18 years?	1( )Yes	2( )No
d.	19 or older?	1( )Yes	2( )No

34. Could you tell me the kind of business or industry the <u>chief wage earner</u> is in and the kind of work he does there?

Kind of business ______________________________

Kind of work ______________________________

35. Are you the chief wage earner?

1( )Yes   2( )No

IF "NO," ASK:

Could you tell me the kind of business or industry <u>you</u> are in and the kind of work you do there?

Kind of business ______________________________

Kind of work ______________________________

36. What is your marital status -- never married, married, widowed, or divorced or separated?

1( ) Never married　　2( ) Married　　3( ) Widowed

4( ) Divorced, separated　　5( ) Other

37a. Is your total family income, including all members of your immediate family living in your household, less than $15,000 a year, or $15,000 or more?

1( ) Less than $15,000　　2( ) $15,000 or more　　V( )Refused

IF "LESS THAN $ 15,000," ASK b

b. Is that less than $10,000?

1( ) Yes　　2( ) No　　V( )Refused

IF "$15,000 OR MORE," ASK c

c. Is that more than $20,000?

1( ) Yes　　2( ) No　　V( )Refused

38. May I have your age? ______________

39. And may I have your ethnic background -- is it Spanish speaking, other white, black, or something else?

1( )Spanish speaking　　3( )Black

2( )Other white　　4( )All other

Check whether:　1( ) Male　　2( ) Female

So that my office can check my work if it wants to, may I have your name and the city or town you live in?

Name: ______________________________

City or town: ______________________________

RECORD TELEPHONE NUMBER

Area code ______ Telephone Number ______________

Date: ______________________

Interviewer's signature: ______________________

Time interview ends: ______________